

Meet Andrea Robinson, Data Solutions Director

Aspire™



Women in Leadership



Why do we need to talk about Women in Leadership?

We have interviewed seven of Aspire's extraordinary women who share their personal experiences, challenges, and breakthroughs as they have become the role models they are today.

By giving us their best advice on how to approach a leadership role, things to consider when managing others, and other golden nuggets of advice, we want to help you feel empowered to aim high, and just go for it.

Whether you've toyed with the idea of becoming a manager, looking to claim your position as a business director (or similar), or simply want to get noticed for going the extra mile, these women, and Aspire, are right behind you! We hope this answers your concerns and helps reduce inequalities between genders.

If you would like to get in touch with our female leaders, don't hesitate to drop us a message and we will put your greatness in touch with theirs! Email marketingteamaspire@weareaspire.com.

These personal, informational accounts will advise other women who aspire to take similar paths. The individual interviews will be published in small booklets that people can download from our website. Each week, beginning with International Women's Day, on 8th March, we will release another booklet, showing our support and raising awareness for IWD for a total of seven weeks.



Women in power

First, let's meet: Andrea!

Recruitment is almost all I know, I have been working within the sector for 15 years, 13 of them from the 'sidelines' away from the pressure of selling, but always pushing better solutions, new ways of doing things - so I suppose I'm still selling!

I've been in a leadership role for the past eight years, and been a Director here at Aspire since 2019. In that eight years I have got married and had two kids, and I am very fortunate to work for a company where that wasn't a barrier to my progression. I am grateful that I can lead by example and prove that having a family and being a leader is not an impossible combination.

Having a family or employing/promoting someone of child-bearing age should never be seen as a barrier to progressing in their career, and both the employee and the employer should buy into that idea. Being open and setting expectations with your manager can help resolve any obstacles that could arise.

I accepted the job at Aspire and found out I was pregnant in the same week, my soon-to-be manager was the 5th person I told about my bump, I didn't want to start my career at Aspire under false pretences. He had the right to know what he was now getting, and I am grateful he saw enough potential in me, that he still wanted me to join the team.

**Break it down into achievable chunks,
and write down those chunks.**

Leadership advice





Leading with honesty

If you feel ready for the step into leadership or are thinking of applying for that next step, my advice: don't be afraid to ask for what you want. But come prepared. Explain why you think you're ready and deserving of the promotion. Come armed with your facts and be confident about your abilities to do what the role needs.

Be mindful however, that your manager may not think you're ready, so think about what their hesitations may be, and address them, don't wait for them to point them out. This can put you into better stead for what you want. Demonstrate how you are adding more value to the business and answering the 'so what' factor.

By selling yourself it makes it harder for people to say no.

Don't be afraid of people and say the truth.

People who are willing to stand up for what they believe in, including standing up for any injustices, will not be ignored by other leaders. And of course, do your job and do your job well, and your gender shouldn't make a difference. That's the ideal, where gender doesn't come into it.

Thinking outside the box, about the bigger picture, will also get you noticed. Don't just stay in your lane, help others, add value where you think you can.



Demonstrating your leadership

A supportive manager isn't the only recipe for success though, and having a supportive partner has been the flip side to my career progression. We've opted into the government's shared paternity scheme, and have both had equal time with our children as babies. Having someone who believes in and supports your career is priceless, and means nothing is impossible, in my eyes. If my husband were to feel threatened by my career progression, I would feel hampered and weighed down by that burden, and this would reflect in my work.

At Aspire there are no glass ceilings, the females in particular are no less capable at their job or being successful. Many of our highest billers are women. In fact, women are wired to manage so much at one time, and if anything, this can make us more capable in an ambitious role. I hope glass ceilings don't make a comeback, for any gender.



My advice for: Becoming a Data Solutions Director

The job I do today didn't exist in Aspire before me. Without sounding arrogant, along with my manager and my peers, a niche has been carved where I knew value could be added. Get yourself in the door, and don't be afraid to learn new things, challenge yourself and your abilities and you'll find yourself in a good position for promotion and progression.

Over time, I have picked up new skills and equipped myself when we had a gap, for example, I learned so much about the finance process by integrating with the team, exploring where value could be added and the business as a whole benefiting from efficiencies. That wasn't my remit, but now I work seamlessly with the Finance team because I was flexible and eager to learn and do more. Adapting and going above and beyond your job description is what gets you noticed and fulfills you.

As Data Solutions Director, I am guided by logical thinking. If I see a problem, I try to find a workaround. You need to be able to challenge the norm, think about how to do things differently, and be more organised. At Aspire, I endeavour to make systems more efficient, bringing them closer to the user and vice versa, so together we are more structured and profitable.

Don't be scared to suggest better ways of doing things, as before, come armed with the "why" and the solution. It's hard to ignore a good, well thought out solution to a problem. Now to implement it!



About Aspire

Established in 1992, Aspire is a recruitment consultancy with offices located in the UK, APAC, and the US specialising in supplying talent for a variety of sectors and disciplines such as Content, Data, Digital Media and Marketing, Events, Research and Insight, Intellectual Property, Technology, and Sales.

Aspire is fully committed to Diversity and Inclusion and the fair and equal treatment of our employees and candidates.

We hope this content empowers females to break through barriers and continue to progress into managerial and leadership roles, while enlightening business leaders of the capabilities of such females who can help take their business higher, leaving discrimination behind.

You can find out more about our Diversity and Inclusion policy at: www.weareaspire.com/about-us/diversity-and-inclusion



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Helping you elevate your career
while empowering others