



# WINLPG

## Women in LPG



### Margherita Boemo

**Managing Director  
Sprint Gas (Aust) Pty Ltd  
Australia**

"FOR ME, THE WINLPG IS AN OPPORTUNITY TO DEMONSTRATE THAT "DIVERSITY" IS MUCH MORE THAN A BUZZ-WORD FOR OUR TIME. RESEARCH HAS SHOWN THAT WOMEN IN DEVELOPING COUNTRIES WERE THE ONES WHO USED LPG PRODUCTS, YET IT IS THE MEN IN THE INDUSTRY WHO SET THE AGENDA AND DEVELOP THE POLICIES. WOMEN NEED TO BE A KEY CONTRIBUTOR TO THE CONVERSATION SO LET'S START TO EDUCATE AND ENGAGE."

Margherita Boemo

## Meet the Role Models

**WINLPG Role Models introduce successful individuals in the LPG industry and gives an insight into their career path, their challenges and their advice to fellow WINLPG members.**

After studying a Bachelor of Arts majoring in French and European Studies at the University of Melbourne, I spent time travelling through Europe exploring my family's heritage before returning home to Melbourne, keen to embark on what has been a diverse career in marketing. Working in Australia and the United Kingdom, I specialised in the areas of strategy, brand management, marketing communications, product development and project management, and acquired experienced in numerous industries, among them financial services, consulting, government, not-for-profit, retail as well as education and automotive.

I am now the Managing Director of Sprint Gas Australia (Sprint Gas), having previously held the position of non-Executive Director when the business operated under a joint venture partnership with a public Australian company. In December 2015, Sprint Gas once again became a privately owned business in the Australian LPG equipment manufacturing and distribution market and it was then that that I returned to the business in a more permanent capacity.

Sprint Gas was founded more than 40 years ago by my late father, Antonio Boemo. What began as a small mechanics workshop, became an importer, assembler and distributor of LPG parts and conversion systems. Over the years it has become the leader in the industry, supplying a diverse range of LPG equipment around Australia and New Zealand.

As Managing Director, I'm setting in motion the vision and strategic plans for the business; identifying new opportunities that align with business growth goals; and developing diversification strategies with the leadership team. I'm also responsible for brand strategy and leading new initiatives to improve the customer experience.

" I am absolutely chuffed to be amongst the high calibre of women involved with WINLPG from around the world. These women are an inspiration to me, especially in this early stage of my career in the LPG industry. Seeing how these smart women have set examples for how to succeed in the industry in their respective countries, has given me the confidence to do away with thoughts of self-doubt and strive to do the same. Hopefully one day I too can represent WINLPG as they do to help other women in similar positions to me, achieve what they set out to achieve."

Margherita Boemo

# SIX KEY QUESTIONS

## What is your goal today?

Every day I challenge myself to learn at least one new thing so that I can know more than I did yesterday; from learning about a new technology that can benefit our business to learning how to cook up a new dish. Another focus is also maintaining a healthy and active lifestyle, it clears my mind and helps me stay productive, especially when life gets hectic. The goals I have set for our business is to provide access to alternative LPG fuel systems to as many people as possible and to establish Sprint Gas as the go-to company for LPG equipment, R&D projects and engineering consulting services in Australia.

## Did you have a mentor and how did this help?

I have been fortunate to have worked with inspirational managers in the early stages of my career who encouraged my curiosity and taught me to challenge assumptions and the norm in both my professional and personal life. They are now lifelong friends and continue to provide support as I grow into the next stages of my life. My parents, both incredibly hard working and entrepreneurial, set the example from when I was young that success in business and in life came from hard work but above all else, from being a good human.

## Describe your Pathway?

I have worked in a diverse range of roles and industries. I started out as a Marketing & Event Manager at a not-for-profit medical research institute before moving onto a Marketing Executive role at a credit reporting agency. During my time in the UK I worked as a Product Manager in the banking sector. When I returned home to Melbourne, I was enticed by a former manager to join her at a growing social media agency. After several years at that company, I moved to an online university as Marketing Manager before taking a role as Acquisition Manager in the banking sector once again. The diversity of my career working for leading companies in corporate Australia has taught me the fundamental foundations required to take the business my father established over 40 years ago, into the future.

## What does leadership mean to you?

For me, leadership is about mindset and your approach. I work collaboratively with staff, suppliers and customers. I encourage open and honest discussions because I know that being genuine and treating people fairly and with respect, is fundamental as a leader.

## What three pieces of advice would you give to someone embarking on their career with LPG?

It has taken people with different ideas, strengths, interests, and backgrounds to make our business succeed, and the industry to grow, to what it is today. Driving change is always a challenge, especially by a woman in a male-dominated industry. Being a young woman managing an established business that represents over 40 years of my father's legacy has been difficult for some people in the industry to adjust to. However this is not the norm and the support I get from those in my network show that change is possible.

## Did you face any specific challenges?

The LPG industry is well-established so be curious, challenge assumptions and look for new ways of doing things every day.

Your education and engagement in the LPG industry is crucial, not only within the industry at home but it's important to understand the global market, especially the impact being made by women around the world.

Work hard but remember to enjoy your work. While your work ethic will inspire others in business, so too will humility and valuing those around you.



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Women in LPG Global Network

[www.wlpga.org](http://www.wlpga.org)