



WINLPG

Women in LPG



Rebecca Ball

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"WINLPG HAS BASICALLY BECOME A PERMANENT PART OF THE AGENDA NOW; THERE IS NO QUESTIONING WHY IT SHOULD BE THERE OR WHY IT NEEDS A VOICE. ACCEPTING AND ACCOMPANYING CHANGE IS PART OF THE BUSINESS CULTURE THAT IS HAPPENING ALL AROUND US."

Rebecca Ball

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.

I was born in Liverpool, England, I have also lived for some time in the USA and then attended the University of Derby, studying a joint honours bachelors degree in Marketing, HR and Business psychology to which I graduated in 2011.

Immediately following my studies, I joined Bombardier Transportation in Derby, UK. Developing in a few different roles (Compensation & Benefits and then Project Management) before joining the LPG industry for Cavagna Group UK in 2015.

In 2018, I transferred with Cavagna to the Headquarters in Brescia, Italy to where I am now settled for the foreseeable future!

In the next few months, I will complete my masters in Marketing & Sales in Rome.

"The LPG industry and my journey has been such an eye opener to the opportunities available for young women compared to other industries. I am very passionate about sustainability and the future of energy for the planet and alongside we definitely play a role in diversifying and modernising the industry as a whole."

Rebecca Ball

SIX KEY QUESTIONS

Did you have a mentor and how did this help?

I was very fortunate to have two very strong women supporting me during my career at Cavagna Group that I could look up to. Nikki Brown, who hired me in 2015 at Cavagna UK and then when I moved to Italy, Miriam Cavagna. They both prove that strong female leadership is valued, recognised and effective.

What is your goal today?

I have recently expanded my role into Marketing and Communications (also encouraged by my personal goal to finish my masters this year) and feel that developing the communication strategies in regards to the Green future of the industry and our modern world is extremely important to develop for us as a business and an industry alongside my own personal career development.

Describe your Pathway?

I have been given different opportunities, to which, I also hope to have had some input on creating those – in regards to my determination to develop myself professionally. I have been able to live and work in different countries around the world and have had unforgettable experiences while developing my role as I found my feet. While I have always worked in a somewhat engineering industry, I found them to be very beneficial to my own learning.

I moved around between HR, Marketing and Sales over my career and find quite a strong correlation between them all, which enabled me to find where my strengths lie and what I really like to do.

What does leadership mean to you?

I think that you can easily recognise somebody who is a true leader compared to a person who manages others. Being able to influence and nourish others to reach their full potential is something that a leader possesses.

WINLPG is definitely trying to encompass that into our mindsets so that we push each other to be more confident and flourish.

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

- Be Patient
- Have confidence in what you say/believe
- Network

Get yourself out there as much as possible with different organisations and groups within our industry. The industry is so diverse; it is so interesting, not only for your career but also for your own personal growth, to really get stuck in wherever you can.

What any specific challenges do you believe women face in our industry?

I feel there are still barriers to overcome for women in any industry, the prejudices and institutional mindsets that we face daily are something that we have to deal with professionally with grace and decorum. Working with both the rail industry and then the gas industry, both of which are traditionally male dominated, I would say many of the challenges come from being new to the industry and young. The development of the Youth Council is something that can also make a difference not only to the new entries to the industry but also to women.



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Women in LPG Global Network

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