



Ms Caren Navas

**General Manager of Key
Account Area
Consigaz Distribuidora de Gás
Ltda
Brazil**

"I am particularly inspired by a quotation from Michelle Obama: "There is no limit to what we as women can accomplish"

Ms Caren Navas

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.

Graduated in Business and with an MBA, I initiated my career When I was 15 years old. I became a mother when I was 17 years old, an unplanned pregnancy that made postpone my professional and studies plans. With a career spanning more than 25 years, 22 are dedicated to the LPG industry, I initiated working in the administrative department and then I transitioned to the commercial area. I am passionate about human interactions, and in 2020 I started studying mentoring. I had the privilege of becoming the leader of an internal Mentoring Project at Consigaz, which was designed for all the women working in commercial sector. Approximately 50 women participated on this project.

Recently, aiming to gain more knowledge in the mentoring field, I enrolled myself in a mentoring specialisation program in Lisbon. This was important since the mentoring programme in the commercial area of Consigaz will be disseminated to all the women in the organisation (approximately 200 women will benefit from this programme). In addition, I volunteered at the Joule Institute to give mentoring sessions for young people who have recently started their lives in college.

In November 2021, I was runner up of the WINLPG Woman of the year Award promoted by WLPGA, and now I have been appointed as one of the representatives of WINLPG at Sindigas in Brazil, in order to promote and develop strategies to enhance women's participation in the industry.

"Promoting diversity in this industry has become my personal and professional goal. Being a role model to the women in LPG is gratifying, and encouraging women to pursue their dreams has become my life purpose."

Ms Caren Navas

SIX KEY QUESTIONS

What is your goal today, this can be personal or professional?

My goal is to be increasingly recognised for my professional performance, to assume even more responsibilities within the company and the industry, and be a role model due to my industry path.

On the professional front, my goal is to impact and incentivise even more women, showing them that is possible to accomplish whatever they want. I want to share my knowledge, achievements and my experience with other women, building new relations and even participating in more mentoring programmes.

Describe your pathway (your career path)

I am currently the General Manager of the Key Account Area at Consigaz, which is responsible for managing our largest corporate clients in Brazil. I lead a team of eight key account executives, and we deliver excellent customer service with agility and quality, aligned with my company's values and also mine personal values. I also participate on Consigaz Executive Committee. My main role in this committee is to align our customers' expectations to our actions and increase our company profitability as well.

I started my career at Consigaz in October 2000, when I was hired as receptionist (at that time, Consigaz had only 100 employees while now we have more than 1,500). In 2004, I became Assistant Manager, helping to manage 73 stores that we had in the bottled segment of LPG. In 2008, I started my business graduation, and in 2009 I was invited to join the headquarter of our company as Administrative Sales Supervisor, not in the bulk segment. In 2010, I became External Sales Supervisor, being the first woman in this role at the company, responsible for a team of five people (all men). After excellent results as a supervisor, I took a new role as After Sales Manager, leading 13 people. In 2017, I concluded my MBA, and in September 2019, I assumed this new role as General Manager of the Key Account Area, responsible for 40% of our customer portfolio.

I am passionate about self-development both personally and professionally, and I always try to apply what I am learning academically to my professional activities, and my purpose is to contribute to my company and to the whole LPG sector.

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

One of the biggest challenges is to achieve gender balance in our industry, because historically it has had more men than women. Now we need efforts to encourage women to participate in our industry (not only LPG industry but the O&G segment in general).

Did you have a mentor and how did they help mold your business style?

Along my path, I have had many mentors that taught and supported me in my personal and professional development, but I consider the one that was the most important probably was Maher Kadri, who gave me autonomy to develop a more participatory management, inclusive and cordial approach.

What does leadership mean to you?

Leadership is having the ability to stimulate development and transformation in others, and to have synergy, respecting human interactions.

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

In my opinion there are some pillars that are very important for someone who is beginning his/her career in LPG: knowledge, and by knowledge, I mean that the person has always to be learning and studying; Engagement, and by that, I mean that the person has to give always his/her 100% in all tasks being performed; and finally Resilience, because anytime you might find an obstacle and you will have to be resilient to adapt to different situations.

To view more WINLPG Role Models: <https://bit.ly/41V8paV>

To learn more about the WINLPG Network: <https://bit.ly/3BNB6vL>



#WINLPG

Women in LPG Global Network

www.wlpga.org