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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.

Chelsea Uphaus is the director of marketing for ROUSH CleanTech, the clean technology division of Roush Enterprises. Uphaus establishes ROUSH CleanTech as a leader in the advanced clean mobility industry through brand positioning and brand activation plans.

Since joining the company in 2011, she has served as marketing analyst and marketing manager, managing the corporate brand, website, media activities and trade shows. She is instrumental in keeping the company's pulse on customers, dealers and industry partners.

Uphaus earned a bachelor's degree in marketing and management from Grand Valley State University. She lives in Livonia, Michigan with her husband, three sons and golden retriever. She enjoys tennis, water skiing and chasing after her young boys.

"WINLPG is an excellent organisation focused on connecting women in the propane industry. It's wonderful to be a part of a group dedicated to enhancing the careers and livelihood of women while working to enhance the environment within our communities."

Ms Chelsea Uphaus

SIX KEY QUESTIONS

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

My goal is to be a highlight in everyone's life that I come in contact with. I want to leave someone in a better mood, with a better attitude and with a better outlook than before I came in contact with them. There is enough negative in this world, I just want to be a positive light for those around me. I have this mindset with my work, my friendships and my family.

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

I've been privileged enough to work with many different mentors across a variety of roles and industries. Mentors have helped to shape me into who I am as an employee, a leader and a co-worker. I have learned how important strong communication skills and the ability to build trust in the workplace is to a successful environment.

Describe your pathway (your career path)

I went to college and graduated with a degree in marketing and was able to apply that to my role at ROUSH CleanTech, which was my first job out of college, and I'm still here almost 12 years later. I started as an entry level marketing coordinator, then took on a marketing analyst role and then was promoted to director of marketing, which is my role today.

What does leadership mean to you?

To me, leadership is having a clear vision and building a team that wants to achieve that goal. When talking about leadership, the team is the most important part of that. When you align yourself with a great team, it not only makes you better, but it's what's best for the company and industry as a whole.

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

The propane industry tends to be a male-dominated industry, but with many family businesses included. This lends itself to women joining the industry from a young age and staying in the business for the duration of their careers. Promoting the propane industry as a welcoming place for women to work is a key objective for me and for WINLPG as well.

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

1. Relationships. Relationships. Relationships. This business is built on relationships and you never know who can help you along the way, or when you can be the one to help someone else.
2. Try to say 'yes' to more things, whether that's to present to a crowd which you aren't comfortable with, or to attend an event that you don't know anyone at. Saying yes more will open some doors that you may not have even known existed.
3. Get outside of your comfort zone and meet someone new at every event or networking opportunity you have. You never know where that conversation will lead.

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

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



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Women in LPG Global Network

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