



Ms Jennifer Reyna
CEO
Waddi
Mexico

"It isn't about gender, it is about having courage of being and doing a difference in our communities. An inclusive industry where men and women are welcomed across roles and levels is a more innovative, resilient industry."

Ms Jennifer Reyna

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.

Jenny Reyna is an experienced entrepreneur and business leader passionate about creating positive impact. She studied Business Creation and Management at Tec de Monterrey in Mexico, later earning her specialisation on Strategic Change in Sweden. Over the past decade, Jenny has launched three startups focused on energy, health, and home services. As CEO of her IoT company, she pioneered propane tank monitoring tech enabling gas suppliers to optimise delivery routes in Latino America. She was selected to be part of different acceleration programmes as: Masschallenge (Mexico), Make in LA (Los Angeles), and Manos Accelerator (Silicon Valley). She also attended the Go-To-Market Strategy programme by Stanford Graduate School of Business.

Currently, Jenny leads Waddi, developing a modular fully customisable platform to transform customer experiences for service companies.

Jenny advocates for women in business as an active member of diverse mentoring programmes. She lives by the motto "The best decisions are those that you make and get the most out of them" and believes in the power of sharing stories to have a positive impact in the world.

"I support WINLPG because visibility encourages action. When young women see leaders who look like them taking action, they realise their potential."

Ms Jennifer Reyna

SIX KEY QUESTIONS

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

My goal is to continue creating technologies that drives better customer experiences and businesses performance, while also empowering other women founders on their entrepreneurial journeys. I want to build communities of support to catalyse change.

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

I have had many mentors along the way, from my co-founders, investors to specific mentors; they have taught me that confident, assertive leadership also requires humility and listening to your team. They have encouraged me to own my expertise while still considering others' perspectives. One of the best advices: Always check it! And there are good and bad decisions, you just make a decision and make it the right decision.

Describe your pathway (your career path)

Navigating male-dominated industries in engineering startups and venture capital grew my resilience and range of skills. Persisting through challenges made me who I am today. In the future I want to keep on adding value to the experiences of customers across the world, being supportive for other entrepreneurs, help teams perform better and share incredible success stories to the world that encourages them using new technology.

What does leadership mean to you?

Walk the talk. Help others grow. Be humble and curious to always learn new things.

Leadership is all about inspiring others, I believe I should be true to myself, sharing my beliefs with the same capacity of living and taking action according to them. Also, a good leader is intentional about everyone around him/her growing, helping them being challenged and questioned to improve themselves constantly. At last, leadership requires you to listen and learn all the time from everyone around you.

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

Taking more ownership of the big pictures challenges of the industry. There are many challenges from accessibility, to "net zero" to sustainability and we should focus on those with all of our resilience, creativity and diligence. Some times it is hard to focus in what really moves the needle because there is too much noise, our biggest challenge as women I believe is getting away from the noise and focus in constant execution and results.

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

- Pursue opportunities that excite you and remind you why are you choosing to do what you do everyday.

- Don't feel constrained by traditional roles or rules, it is better to say I'm sorry and have tried than doing nothing about it.

- Surround yourself with people that challenge you and inspire you to be the best version of yourself everyday.

To view more WINLPG Role Models: <https://bit.ly/41V8paV>
To learn more about the WINLPG Network: <https://bit.ly/3VbiwsE>



#WINLPG



Women in LPG Global Network

www.worldliquidgas.org