

# 1. Women's Stories

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BETRIEBSBERATUNG





## Megan Yeates



### Megan Yeates, Gold Medal Winner in Freight Forwarding and Logistics

#### Promoting female Leadership

#### Resources:

- [Opportunities for women in logistics](#)
- [WorldSkills competition](#)
- [My Logistics Life Journey blog](#)

#### Sources:

- <https://momentumconsulting.ie/wp-content/uploads/2022/06/WIL-Opportunities-for-Women-in-Logistics-in-2022-by-Megan-Yeates.pdf>
- <https://worldskills.org/media/news/choosetochallenge-megan-ireland-freight-forwarding/>
- <https://mylogisticslifejourney.home.blog/>
- <https://worldskills.org/>
- <https://fleet.ie/picture-of-the-week-megan-yeates-honoured-at-tud-from-russia-with-gold/>
- <https://www.irishtimes.com/sponsored/lidl/graduate-to-a-rewarding-career-at-one-of-ireland-s-leading-retailers-1.4355645>

Born in Dublin, Megan, aged 24, took a year out after finishing high school. While working at a retailer, she became interested in logistics. She joined the degree of Logistics & Supply Chain Management at the Technological University Dublin and competed in WorldSkills Kazan 2019, where she got a gold medal in Freight Forwarding.

As with any competitive event on the world stage, it is not simply a case of turning up and hoping for the best. Competing at this level requires training and dedication, especially when considering that Megan was required to finish her final year exams and completing her dissertation before travelling to Kazan. With this in mind and for Megan to emerge victorious with the WorldSkills Gold Medal in Freight Forwarding was an incredible achievement.

In this [podcast](#), Megan explained her background and how she became interested in logistics and supply chain management, while also breaking down some of the stigmas that have been attached to this line of work. Fears surrounding Covid-19 were also mentioned throughout.

Moreover, her perceptions relating to this pandemic often came as a breath of fresh air and differed significantly from the commonly expressed pessimistic narratives of current times.

Finally, in the latter part of this podcast, Megan gave her insight to what the future may hold for the Irish logistics industry. Ultimately, her enthusiasm and her extensive knowledge of the logistics industry can be found in abundance throughout this short Q&A.



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OPPORTUNITIES**



*“I have always been outnumbered in terms of men and women, both in college and in my jobs. It’s been very much all males, especially at a senior level... It’s great to see successful women in the industry share their story, the challenges they’ve faced and how they overcome them”*

**Megan Yeates**

The #ChooseToChallenge Interview:

<https://worldskills.org/media/news/choosetochallenge-megan-ireland-freight-forwarding/>

## Megan’s Message

The one message I would like to get across is that Logistics and Supply chain is not all dirty warehouses and trucks (our warehouses are very clean!) In my roles, I have done a lot of desk and project work. There are so many opportunities in the sector and so many exciting challenges. I would love to see more women joining and hopefully creating a better gender balance.

I am privileged that I have had the opportunities to attend events and talk about my experiences and share my story to encourage others. Especially anyone who knows they would like to do a business degree but would like something

specialised while also having lots of variety.

In these difficult times, the Logistics industry has proven its importance; from importing essential PPE, to keeping the grocery stores shelves stocked, and everything in between. Everyone in the Logistics and Supply Chain industry has played their part to keep the country moving. I am proud to call myself an #Essentialworker.

SOURCE: <https://the-irish-graduate.com/2020/07/20/my-graduate-life-megan-yeates/>

## Career in logistics

- “Logistics covers everything from transport to warehousing to getting goods into stores. When you think about all the steps your morning coffee has to take before it gets to you, that’s logistics and supply chain management in action”, Megan says.
- Megan recommends looking into upskilling opportunities, events and networking groups to further the logistics career



**Name**

Anonymous

**Date of Interview**

05.01.2022

**Contact Person**

Anonymous

**Email**

Anonymous

This case study was prepared from the details given by a woman employee working in logistics.

Through this interview that we conducted over the call, we were able to understand that the participant is seeking change in the field in terms of the growth of Women in the industry.

She strongly believes that women are equally capable of performing their duties in the field and there need not be any barrier that stops them from moving forward.

She also feels that there is no equal pay for women in the logistics compared to men.

Women in logistics are being paid less than men in the industry and her opinion towards this is women should be given the same pay as men and women should stand up for their rights.

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## The female employee said

This logistics company “Anonymous” has promoted job offers equally to men and women. They give opportunities for all the employees irrespective of the gender. They also offer paid job trainings for all the trainees who seek training. Apart from that, they have special policy for the female employees such as anti discrimination policy and as a special concern the company has a lawyer whom the employee can approach incase of any irrelevant activity occurs such as bullying, harassment etc.

## But the flaws..

In spite of all the special programs offered to the employees, the company analyzed that the female employees are finding it difficult to work longer hours.

Female employees are not being able to manage their personal life and work as they are obliged to look after the family, kids etc.

For this reason, women choose this field less compared to any other field as they are not able to cope up with work and their personal life.

So, the company had taken initiative to to reduce the working hours of women.





## So the company decided to

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Establishing different policies and programs to ease the work of the female employees to give them more flexibility at workplace and retain the female employees in the company.

These are not steps towards women empowerment or towards promoting capabilities of women employees. But there are steps in the right direction to make the workplace more accommodating for women employees



## Conclusion

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Through these policies and flexibilities offered to the female employees, they are able to continue working in the company with ease. They are able to manage their working hours and they family time in a smarter way. The quality of the work done is also improving day by day.



**Name**

Ms. Milena

**Date of Interview**

23.03.2022

**Contact Person**

Title

**Email**

Title

Based on the situation faced professionally by a woman executive in a logistics firm. This case throws light on a familiar situation where competencies of a woman is ignored due to pre conceived notions. Such virtual glass walls and glass ceilings calls for better awareness and techniques to deal with such situations.

A stylized graphic of a laptop computer, shown from a slightly elevated perspective. The screen is a solid light gray color. A dark blue circular button is overlaid on the bottom right corner of the laptop screen.

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TO VIEW

## People involved

Company A - The parent company (referred as Parent Inc.). Foreign, non-European country. Its representative, owner and director, Mr. A.

Company AB – Daughter company (referred as Subsidiary). Buyer. Company from non-EU country in EU. Its representative, logistics manager, Ms. Milena.

Company C – Sales company (referred as Seller). Company from EU country. Its representative, the director, Mr. C.

## Background

According to the agreement between the director of the Parent Inc. and the Seller, an agreement was concluded for the purchase of goods and their import from EU country to non-EU European country, on behalf of the Subsidiary. The director of Parent Inc. from abroad informs Milena (the logistics manager of the Subsidiary) that a purchase agreement has been concluded with the Seller and that the equipment will be delivered from the EU country to non-EU European country in a very short time.

## The business problem

Milena checks the possibility of using possible import privileges, in order to avoid paying customs duties, if the law allows it. Of course, this possibility exists if the conditions are met, ie. if there are bilateral, multilateral free trade agreements or agreements with the importing country, and if the condition of cumulative preferential origin is met; simply

if the imported equipment is manufactured in the exporter country. However, there is no such agreement with the EU country of the company's presence, so Milena quickly realizes that her Subsidiary company will have to pay customs duties on imports.



## The response

Milena informs her superior from Parent Inc., and with the attached excerpts from the law and the agreement, she states that there will be an obligation to pay customs duties if the equipment is imported from the EU country. The correspondence also includes Mr. C, the director of Seller company, who insists that the beams were made in Russia and that it does not matter if they were imported from Russia to the EU country and then from EU country to the non-EU European country, claiming that it will be possible to use the privilege of import without paying customs duties, considering the Free Trade Agreement between the non-EU European country and Russia.

## The clause

The Free Trade Agreement between Russia and non-EU European country allows the import/export of goods from non-EU European country to Russia and vice versa under few conditions: that the trade will be done directly between companies from Russia and non-EU European country, and the sold/bought goods has a preferential Russian/non-EU

European origin, and that were manufactured in one of these countries.

It was obvious that none of these conditions were fulfilled and that the Subsidiary company would be obliged to pay customs duties on the import of goods, which will increase additional costs of goods.

## The outcome

The salesman and the director of the Seller company, is already noticeably angry. They claim that there will be no problems and starts using inappropriate and unprofessional phrases in correspondence. Milena's superior doesn't want to accept her analysis. He is suspicious, and he accepts the proposal of the seller. Unaware of the laws of the market in which the Subsidiary company operates, he trusts the Seller, and not his employee, who has been given authorizations and responsibilities for the work.

**Unfortunately, this case ended with the Subsidiary being forced to pay import customs and fines too for trying to "abuse" the Free Trade Agreement with Russia**

## The learning

Had Milena persisted with her analysis, she could have pushed her argument further.

However, she feared coming across as rude if she persists.

The ability to be persistent at work, without coming across as rude is an acquired skills that takes many years of learning and practice.

However, it is also possible to learn such skills through training programs.

WIL Power's training program could add a lot of value to women like Milena who are made ineffective at workplace as they are unable to demonstrate their capabilities and competences because of the mindset of the dominant workforce.





Sophie Perktold, BSc

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Anonymous

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JULY 2022

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I am a Junior Logistic Consultant responsible for the analysis of customer processes, modeling and parameterization as well as implementation of new software at the customer's site

Successfully studying "Industrial Logistics" led yo the dicission to currently work on my Master Degree in "Industrial Logistics" as well.


During my studies I gained valuable practice in the real "World of Logistics" e.g. in production and packaging, picking or disposition of rental equipment.

We are a company where everyone is constantly training and learning from each other and sharing experiences.

I'm still studying and finishing my master's degree at the same time, and when I have an exam, for example, I'm supported and it's possible to organize my work accordingly.

**In my opinion opportunities for advancement for females are promoted in my company. As examples part-time work is possible and you can return to work earlier from maternity leave.**

There is no difference in the company between male and female employees, so the extra for women is not necessary from my point of view. Everyone in the company is promoted regardless of the gender.



**"We are a company where everyone is constantly training and learning from each other and sharing experiences."**



**Mag. Gerda Hartmann**

**Econsult Betriebsberatung**

**JULY 2022**

Providing strategic and operational logistics consulting for companies as well as the planning and implementation of logistics systems is the business of the logistics consulting company ECONSULT which is located in Vienna, Austria. An experienced team of experts with a focus on practice and implementation works to overcome logistic challenges.

My name is Gerda Hartmann and I have been working for ECONSULT as a Senior Consultant since 2001 with changing fields of activities. I started with process management and controlling topics and specialized in healthcare logistics therein. Over time, I shifted my focus to logistics research.

To do this job I studied Economics and Business Administration in Vienna where I specialized in “Transport Management” and “Environment and Regional Development”.





*“Logistics is still a strongly male-dominated discipline. Often, the attempt to recruit female employees alone fails because only men apply for the advertised positions.”*

Women in Logistics  
and Transport

## OPPORTUNITIES FOR WOMEN IN LOGISTICS

The ECONSULT team consists of about 20 experts from different disciplines. As it is a small company, the many processes are not very formalized. Contact and selection are very personal.

In small companies trainings are very individual and depend on the needs and interests of the single employees. As the organisational structure is very flat due to the size of the company, personal advancement is more likely to be in the area of responsibility.

As mentioned before, ECONSULT is a small company where problems are solved face-to-face. The family atmosphere in the company also makes for a good basis for discussion.

The job advertisements are formulated in a gender-neutral way (which can be a challenge as the German language distinguished between male and female forms). Applications often also arise from personal contacts.

In Austria, salaries are traditionally not discussed - sometimes not even within the family.

Since 2012, a wage transparency law has been in force in Austria: companies with 150 employees or more have to submit income reports and thus show what the pay for the same and comparable jobs looks like in their company. If companies do not produce reports, however, there are no consequences.

Small companies are not obliged to publish reports, which is why no statements can be made about equal pay.