Diversity and inclusion are critical to business success

**7 March 2022:** ABB’s commitment to solving some of the most significant global challenges is only made possible due to its exceptional workforce. A culture of diversity, inclusion and equal opportunity is critical for business success. In celebration of [International Women’s Day (IWD)](https://www.internationalwomensday.com/) on 8 March, we spoke to an ABB engineer to hear her thoughts.

“A business is people working cohesively towards a single goal, with different goals assigned to each individual,” says **Samantha Zitha**, Tenders & Quotations Specialist, Electrification Business Distribution Solutions, Secondary Switchgear. “One of my greatest accomplishments has been mentoring young engineers, imparting knowledge and practical experience to aid them with skills that will contribute to the business positively.”

Samantha has been employed in her current role for five years, offering feasible and market-friendly solutions to customers, in addition to customer relations and project management. “Regarding gender equality, the engineering industry remains a male-dominated one. There are conscious efforts to bring more females into the company and industry in general, which is a step in the right direction.”

She adds: “We are still at a stage where women need to be afforded a fair opportunity at entering the business world and a fair chance at career progression. We need to continue educating the industry that gender cannot be a limiting factor in career progression.”

Her advice to young women contemplating a similar career path is never to do themselves the disservice of diminishing their capabilities and talents to appease their male counterparts. They must put their best foot forward. Women need to stand up and step out of their comfort zones to achieve their goals.

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