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Mar Olmedo

CEO at GEDELSA Transformers



.What is your current job title and responsibilities?

 I am CEO at GEDELSA Transformers, one of the leading transformer manufacturing companies in Spain. As a general manager, my biggest responsibility is to adapt the company to the new scenarios of the sector, maintaining the high-quality standards. It is a huge challenge, but also an incredibly enriching experience, to work alongside all the teams in GEDELSA trying to improve every day.

What initially interested you, and lead you to this industry?

 I have always been in touch with the transformer and energy industry since I was a little child, but my interest grew while I was working in other areas. My experience in other technology industries gave me a much wider view and provided many ideas that I try to apply now.

Do you have any insights or advice for other women who may not know this industry as a potential sector for them?

 Advice must come from childhood and there is a lot of work to do in the early stages of primary and secondary school. The importance of women in STEM is growing and we can't allow leaving the bright young girls of today without opportunities in these sectors. We have to fight not to lose all that potential just because somehow, they believed they could not fit in here.

International Women's Day 2021

Do you have any insights into what could be done to encourage more women into this sector?



I do believe most of the society is aware of the importance of closing the gender gap. This will not happen immediately, but companies need to take real action, or they will be left behind. In our case, we have implemented several plans to make our company more attractive to women and almost 40% of our employees are women these days.

What do you as a woman bring to the industry?



I have been very lucky to have inspiring managers throughout my career, both men and women. I try to challenge all the employees of GEDELSA the way they did, giving the same opportunities for everybody so they can grow and improve together with the company. I am also a mother and I know how important is to consolidate work and family, that is why we have also taken measures in this direction.

Where do you see yourself in five years? What is the big goal?



The big goal is to make GEDELSA a little better every day. We want to maintain the high-quality products we do, adapting to the new times while making our employees proud of the work they do. Furthermore, 6 years ago, I had the honor to be chosen by colleagues as the president of the Transformer Committee at the National Manufacturers Association (AFBEL) and I am also part of the T&D Europe Executive Committee since last year. In both associations we believe we are doing a good job to defend the sector and face the new challenges. I hope this continues like this for many years.
