



“ Now more than ever, it's time for women to challenge the status quo and for companies to be open to change. We need true gender equality, from the manufacturing floor to the boardroom. Women in the Electrical Sector have a vital role to play in shaping tomorrow and building a more sustainable future.

Merve Maden Avci

Product Manager for Transformers, Substations
and Cable Accessories at Eaton



.What is your current job title and responsibilities?



I'm the product manager for Transformers, Substations and Cable Accessories in the Electrical Sector at Eaton. I'm responsible for leading the global product strategy, positioning, and pricing. I also drive the product development roadmap to have Eaton's portfolio meet our customers' future needs.

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



Since childhood, I've loved Physics. It's how we understand the world around us. My interest in electricity began with my grandfather: he ran an HV transformer substation, and we used to make electrical circuits together. I still remember my excitement at seeing the first bulbs light up! After that, I became interested in science magazines and took my first Physics classes. During my BSc in Electrical Engineering, I found myself more interested in transmission and distribution.

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



The Electrical Sector is developing rapidly due to increasing electricity demand, more distributed renewable energy sources, and investments in more intelligent and efficient products. The grid will face crucial challenges in the coming decades as electrification unleashes a low-carbon future to tackle climate change. This sector is a brilliant field for women who like a challenge, who love bringing disruptive new solutions to market, and who are open to reshaping the status quo. If you want a role that's exciting, engaging and meaningful, look no further.

International Women's Day 2021

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



First, we must teach our children that engineering appeals equally to girls and boys – and that it's an area in which girls and boys can succeed in. But this sector isn't just about STEM skills; we also need to think about people skills and the Arts – which are central to everything from great product design to creating compelling user experiences. Second, we must highlight how women in this sector can help improve quality of life and the environment by driving decarbonization and the energy transition to renewables. They can play a huge part in enabling global sustainability. Third, we need to prove that women's voices are heard and respected. That's why we're striving to be a model of equality, inclusion and diversity for our industry at Eaton. We're already seeing more women take on leadership positions. They're vital role models and we need to share their success stories as widely as we can.

What do you as a woman bring to the industry?



Besides my 10 years of engineering experience, I think my ability to understand and relate to people is crucial. In every single position I've held, I've succeeded by changing the status quo and making people believe in those changes. That's been just as important for in-depth technical projects as for sales initiatives.

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



My overarching goal is always to work on new challenges and to keep continuously learning. My biggest aspiration is to create real change in my field by bringing together my professional knowledge and my people skills, as well as to inspire and support other women in their careers.
