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Women at the Wheel UK

International Women's Day

[#BreakTheBias](#) [#IWD2022](#) [#WomenAtTheWheelUK](#)

Tuesday 8th March 2022

Agenda

Drinks Reception & Registration

6:30 – 7:00

Welcome and Introductions

7:00 - 7:30

Panel Discussion and Q&A

7:30 - 8:15

Drinks, Networking, and Canapés

8:15 - 9:30

Laura Neil

EMEA Talent Development Manager, Tesla

Laura is currently in the role of Talent Development Manager for EMEA at Tesla. Together her team enables people managers to develop their skills to focus on performance through people.

She joined Tesla in June 2018, prior to that she was a self-employed trainer & coach for 14 years almost exclusively in the automotive sector.

Laura's first self-employed job was the launch of the Fiesta ST for Ford at their training academy in Loughborough where she spent 2 weeks driving round a track with dealers in a mk2 Fiesta Xr2i playing Dolly Parton's 9-5 on cassette!

From there Laura continued to work with Ford, plus Toyota, Vauxhall (Opel, Chevrolet & Saab) VW, Nissan, Renault and also Motability Operations. In 2015 she started an MSc in Coaching and Behavioural Change at Henley Business School and her final dissertation focused on a study of the relationship between supervisory coaching behaviours and staff engagement, customer satisfaction, and sales performance in UK car dealerships. In the mid-1990s Laura was rallying as a hobby, and this led to her training career (plus part of an all-lady pro-driver team) in the automotive industry as well as stints on the World Rally Championship as a VIP guest host as well as some F1 events.

These days Laura's hobbies are much less dangerous! Walking 2 Labradors, renovating her house and playing golf when she can find the time. Plus working her way through seeing all of Shakespeare's plays.



Julia Muir

CEO of Gaia Innovation Ltd and Founder of the Automotive 30% Club

Julia Muir is the CEO of Gaia Innovation Ltd and Founder of the Automotive 30% Club, a network of more than 60 CEOs and MDs who are closing the gender gap. She helps leaders to build inclusive businesses, and has over 30 years experience in the automotive sector in sales, marketing, brand management, product development and HR roles, in automotive retailing, OEM and agency companies. She has a Business Studies degree and a Postgraduate Diploma in Human Resource Development, and taught on the Automotive Retail Management postgraduate programmes at Loughborough University Business School Centre for Automotive Management. Her book, “Change the Game: A leader's route map to a winning, gender-balanced business” was published in March 2021 and reached number 1 in the Amazon best sellers.

The Club aims to achieve at least 30% representation of diverse women in key roles by 2030 through a ‘30 by 30’ strategy. Julia organises activities including the annual conference, CEO learning circles, the Inspiring Automotive Women Awards; the Inspiration for Innovation Network of outreach volunteers to engage with schools; and the Inspiring E-zine to motivate and inspire women.

Julia is a member of the steering committee of the Global 30% Club, a Gender Equality and Diversity Ambassador for the Silverstone Technology Cluster, and as well as providing guidance to automotive leaders, she provides inclusion consultancy to construction companies. Julia was named in the Financial Times and HERoes Champions of Women in Business in 2017 and 2018, and the HERoes Women Role Model Executives 2019 and 2020.

Julia lives with her husband, children and golden labrador in their homes in North London and Sheffield. She is passionate about women's equality both in the workplace and wider society, and taking action to prevent violence against women and girls.



Penny Weatherup

People Director, Volkswagen Group UK Limited

The automotive world is changing at a pace not seen in over 100 years to a business where customers will increasingly buy cars online, directly from the manufacturer, cars which are electrified, connected, and ultimately autonomous enabled vehicles. People are at the heart of making the transformation happen which is why Penny's primary purpose is to ensure that the Group's people strategy supports and enables the rapid cultural and transformational change taking place at Volkswagen Group UK.

After graduating from University, Penny's early career was in hospitality, managing the opening of a new hotel and restaurant. This was where she first found her passion for people and customers. Following a number of roles within AXA, she decided to follow her heart and change track to pursue a career in Human Resources. After 11 years with AXA, she moved to a private equity law firm to establish their HR department before joining Volkswagen Group's HR team. Her passion to lead the transformational change was recognised and she was appointed to the role of People Director in May 2016

The automotive industry has had a very traditional operating model for many years. To be successful now, and in the future, Volkswagen Group UK needs to be much closer to its customer base and to their customer's needs. Especially as software enabled connected vehicles with online services, that support immediate transactions becomes the norm. Volkswagen is actively creating this change.

To attract and excite the talent needed, Volkswagen Group UK offers a range of flexible benefits. Career development is a priority for its people and this is actively promoted through opportunities for progression throughout its UK and global business. Ultimately, Volkswagen is focused on creating a work place where everyone feels they belong, are proud and feel recognised for their contribution and the value they bring to the success of its business.




Recognised for her promotion of identity and cognitive diversity, empathy and in particular for her focus on communication, communication, and more communication, especially through the pandemic, Penny remains a family person at heart and is happiest spending time with her husband, extended family and close friends.



Women at the Wheel UK

A network dedicated to supporting and developing women who aspire to become the next generation of automotive industry leaders.

Whether you're just starting your career, already down the path to leadership, or considering a switch to the automotive industry, we want to welcome you to the group. Together, we are working towards the following ambitions:

-  Increasing talented, hard-working women in leadership across the industry.
-  Promoting equality, empowering women, and developing careers.
-  Encouraging full and inclusive participation. Everyone is welcome.

We have regular events across the UK – [Register for the newsletter](#) to keep up to date

Active Allyship Webinar, Tuesday 24th May 2022

Awareness, Education and Action

What does Allyship mean? Do you have the tools to become an Active Ally? Allyship is important to fostering an inclusive culture at work and in your communities. Join us on the 24th of May for an interactive workshop hosted by Chikere Igbokwe. Learn what Allyship is and how to take meaningful action as an Ally. Chikere will equip you with the knowledge and tools to understand what Allyship is and to take action as an Ally – acknowledging that Allyship is a lifelong journey which involves self work.

Chikere Igbokwe is an experienced DEI Consultant passionate about helping organisations build inclusive cultures. She is the founder of [Allyship](#), a Community for Allies to come together in a safe and brave space have conversations, learn and take action and [Inclusive](#) – DEI Consultancy focused on Awareness, Education and Action.

We encourage attendees to invite a potential or existing ally from outside of the Women at the Wheel network to the event.

Virtual

[Register Here](#)

Networking Dinner, June 2022 (Date TBC)

Join us for a fun filled evening, with plenty of lively discussion on current Automotive topics (amongst others!) and the chance to get to know your fellow members of Women at the Wheel.

In Person (Location TBC)

Stay tuned for further comms!



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[Women at the Wheel Group](#)



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