

International Women's Day 2021



“

I can't imagine a world without women, but not without men either.

We are both free and we have the same rights but we don't have to be the same. I wish for the day when women don't have to prove they are better than men and we all stop comparing both.

Blanca Gómez García-Verdugo

Executive Manager of the Spanish Confederation of Contractors, C N I



Blanca is a lawyer with more than 30 years professional experience in different cities and in multiple sectors, banking, industrial vehicles, consulting, microelectronics, shopping centers, real estate. Nowadays the industry of technical installations in buildings (HVACR) is the one where she has been working the longest, 12 years already. A lover of nature and extreme sports, Blanca takes every opportunity to travel and discover new landscapes, people, and places. Her most important work today is the education of her two children which she hopes to finish in few years and have more free time for her hobbies.

What is your current job title and responsibilities?



I direct and coordinate the work of the Spanish Confederation of Contractors, which brings together 16 regional associations with more than 5,000 associated installation companies, a technical committee of 15 experts and 18 working groups. Relationships and joint work with the administration, the media and other professional organisations and public institutions occupy most of my time.

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



My experience in the world of associations took me to this industry. Honestly, I was totally unaware of this world since my training is not technical. At first, I thought I would not be around for long, but before I realised it, I had already been in this position for more years than any of my previous jobs and feeling very good. It is a very technical and complex sector at times, but professional technicians make it very easy to work with them.

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



I would tell them not to be scared by the terminology, the images, or the size of the equipment and substances that are handled. The profession involves many aspects in which different professional profiles are required, and precisely women, as they can bring many interesting qualities to a job in this sector that will be highly valued when hiring and offering working conditions.



“

I can't imagine a world without women, but not without men either.

We are both free and we have the same rights but we don't have to be the same. I wish for the day when women don't have to prove they are better than men and we all stop comparing both.

Blanca Gómez García-Verdugo

Executive Manager of the Spanish Confederation of Contractors, CNI



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



The first thing is to think of women and using the "feminine" too when designing training content, organising professional courses, and creating job postings. Something as simple as having separate toilets for women in perfect conditions. I have been in training centers where to go to the toilet, a woman had to move to another building unlike her male colleagues who comfortably had it nearby.

Then you have to go to universities, colleges, and training centers. This is where future job decisions are made. Not only talking about installation and maintenance as essential, but you must also include the entire refrigeration value chain: manufacturing, distribution, design, installation, and maintenance. To believe in it, as a possible professional career, a woman should see images where other women are working, not only men. I rarely find an image of the refrigeration industry with women included.

I would say to a man, "can you imagine enduring a one-hour conference where they talk about a future profession for you, showing 50 images of professionals working where you only see women?"

What do you as a woman bring to the industry?



Nowadays women can access any job. There are certain qualities that the female condition presents, such as having a more developed 'sixth sense', greater empathy, being more skilled in social relationships, better managing teams, or having more assertiveness, which are key factors that I contribute as a woman. In addition, through coming from sectors and jobs totally outside the industry, I bring a different professional vision and work methods, and especially a capacity for social and professional relations that are very useful in a very specialised and highly technical sector.

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



Questions like this make you dream and reflect a bit. Our industry is experiencing key moments of very rapid change that require coordinated global action. I see myself in this sector more and more oriented to international spheres. This is where most of the changes and developments that we need to apply in our countries begin. And still working hard, very hard.