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## Giulia Gaudino

Marketing and Project Manager at Gaudino SRL



### What is your current job title and responsibilities?



*I am the Marketing and Project Manager of Gaudino SRL. My main responsibilities are to promote marketing strategies and increase PR in order to highlight our company and core business. In 2021, I am working on new projects related to innovation and “green” topics in collaboration with my colleagues from the technical department.*

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



*I am the 4th generation of the family in our company which has dealt with industrial refrigeration since 1944. Despite my school background and my previous job experiences being different from this sector, the refrigeration industry and the history of this company are in my blood, and that is why my goal is to help our business grow and to discover new and interesting markets.*

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



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



*Be brave and jump out of your comfort zone. It is the only way to build a new path full of satisfaction.*

# International Women's Day 2021



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### What do you as a woman bring to the industry?



*As a young woman, I want to encourage women to consider this industry as a possible way to make a career in order to decrease the gender gap that is currently larger than in other sectors. It's important to move forward and distance ourselves from the gender stereotypes that are still deeply rooted in a country like Italy.*

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



*For the future, my big goal is to give continuity to our family business as my father and his family have done in these past years. To do this, I will have to merge the family business tradition with new ideas in order to offer industrial refrigeration systems that move with the times. To reach this goal, I need to work alongside the Gaudino team regardless of its gender.*

*March 8th is International Women's Day, and I would like to conclude with a quote from Ruth Bader Ginsburg. For those who don't know her, Ruth Bader Ginsburg was an American lawyer and jurist who served as an associate justice of the Supreme Court of the United States from 1993 until her death in September 2020 and this is one of her famous quotes:*

*"Women belong in all places where decisions are being made... It shouldn't be that women are the exception".*

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