

Portrait of HP

by Rodrigo Moctezuma

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Women in technology



Naomi Patel

Enterprise Account Manager

Editor's introduction

Women in technology

"My personal reflection on conversations held with the nominees to the CRN Women in Channel awards."*

While contemplating trees much older than me, I give a deep sigh at the thought of my life partner: an incurable feminist of a sharp mind and blue-sky loving eyes. And I realise how difficult it is for us – men – to even begin to understand feminist issues, life-long struggles of many women in the vanguard. This comes with a feeling of immense gratitude for being close to her, and to be able to provide her with, even if only a little, support. I am fortunate enough to receive by all means greater support of hers.

In this context I have started to reflect upon nine conversations I held with my colleagues nominated for the industry awards 'CRN Women in Channel'. Each conversation was unique, each acquired a different personality, meanwhile representing some parallels and similarities.

This may sound like an obvious one. Despite one can hear it many times, and rationally grasps its meaning, it is not until one actively listens that one may start realising the consequences and yes, difficulties that women keep carrying in their professional lives. And yes, even in this country, the UK, and in the IT industry.

It strikes me that the topic of maternity and motherhood appeared in practically all conversations. At some point in their adult lives, my interlocutors had asked themselves: how their motherhood would have changed the way they are perceived? Would they be seen as 'true' professionals, designated with the strategic tasks or, would they be given only those jobs nobody else wanted? They also asked themselves whether they could keep up with being highly professional employees and good mothers at the same time.

The more I force myself, the more impossible it is to recall having any of the dilemmas alike, including in conversations with the closest friends. What a 'privilege' -still- to be a man in this world. Was I so blind that did not let me appreciate – or even reflect upon – the reality of others? Am I guilty of becoming a parent – a father – unconsciously in the first place, and overlooking multiple responsibilities it acquires for the whole family unit? The fatherhood beyond the weekend, of the father who is present.

*The interviews, portraits and events happened in Autumn/Winter 2021.

Regardless of the degree to which women are supported by their partners, my interlocutors share the creeping forces of doubt whether they were capable of pursuing what they put forward. Historically, their self-doubts have long existed before them, and have been transmitted from generation to generation. Their struggle is shared with those before them, however being different these days. From my masculine standpoint, I am asking myself if I could do more; if I could show more empathy to these fears, dreams and emotions; if I could act more promptly too. No doubt there is much left to be done, to unlearn and to reflect upon, to make a shift from and within our [collective] masculinity.

To be nominated for the entire-industry award is an achievement on its own. Behind each nomination is a very hard-working person, of a high focus and high efficiency, both mental and physical. The need to keep both physical and mental wellbeing above the surface has appeared across all the stories that show incredible levels of day-to-day resilience. In our conversations, I have also realised I spoke to women at the high speed of their career paths, for whom, despite all the 'buts', the impossible never existed, who routinely smashed the barriers around them. In the end, they achieved the highest performance in their professional and personal lives.

We spoke as "Corporate Humans", and the question: why do we do what we do in our professional lives? This work brings attention to the other aspects of being a human behind their screens, at times unexpected, such as making music, fishing, cycling, volunteering, to name a few.

When photographing people's portraits, my aim is for my subjects to stay conscious of their images, to reflect on what they wish to communicate visually and ultimately, with their expression. For these portraits, we explored the theme of empowerment, which my interlocutors described as related to feeling free, loud, strong and bold. As we all know, being empowered can make us visible in different ways, hence the importance of 'what to wear'. For the purpose of the session, I asked to bring a dress that was important for them. Some of the dresses made my interlocutors feel like superheroes. Wow! After all these years there is wider diversity among superheroes. For others, a dress was a reminder about their first date, and some others provoked them to experiment with their image or even reinvent themselves.

Indeed, I feel privileged to work in my company, where we try to support each other. All my interlocutors concluded that their company felt like their family. I am also honoured to support my colleagues with their portraits, which I hope bring justice to their incredible work and passion each of them carries to this job.

Rodrigo Moctezuma
Chair, UK&I Multicultural Impact Network



Hannah Billington
UK&I Channel Sales Manager

“Women are not a token” to a company for the sake of a label of inclusion and equality in a male-oriented space.

Hannah’s 15+ working experience reflects women becoming more driven, successful, and knowledgeable in their corporate life.



Helen Wells

Channel Programme Manager

With a passion to recognize the efforts and hard work of her team, Helen hopes to encourage diversity in the work force for all women.



Sophie Hendry
Channel Marketing Manager

With a strong passion for innovation in the tech space, “a fire in [her] belly to get going” makes Sophie thrive for a challenge to the corporate world through awareness of diversity and inclusion.



Hannah Savin

Partner Business Manager

Coming from a non-sales background, Hannah was going through a phase of imposter syndrome, but throughout her time in HP she has found the purpose, while building the confidence and growth with fellow peers.



Jody Stockford

Print & Supplies Channel Sales Manager

Jody has been on a challenging journey as a manager, but this role shows the value and the purpose of her work in opening doors for others.



Helen Wells

Channel Programme Manager

As a proud working mum to three children Helen has challenged herself to get out of her comfort zone, taking on and improving daily tasks to succeed as a team leader.



Hannah Billington

UK&I Channel Sales Manager

Hannah's 18-year-old son keeps her grounded
and drives her to make him proud of her
successes both as an HP professional and a
mother.



Sophie Hendry

Channel Marketing Manager

The strong influence of Sophie's sister makes her want to climb higher to champion women in the industry through senior positions.



Jody Stockford

Print & Supplies Channel Sales Manager

Jody champions the progress in the corporate world, with her drive to share knowledge and help others, inspired by her personal journey and the ambition of successful women around her.



Vera Hansen da Costa e Silva

Retail Account Manager

Vera's determination to do things to the greatest of her abilities means she "never takes a no' for an answer". Her drive to constantly change means that Vera continues to improve in her personal and professional life.

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Text translated from Spanish, reviewed and copy-edited by Gosia Polanska (Mojek).

Sop Rodchenvko is the artistic name of Rodrigo Moctezuma (Roddy).

www.SopRodchenvko.com