

# WOMEN IN ECOMMERCE

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## TIPS AND TRICKS FOR SUCCESS:

Advice for Women in Ecommerce from  
Women in Ecommerce



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## Career Growth Tips

Apply for the job if you're mostly qualified; you don't need to be 100% qualified. I heard a statistic at a conference a few years ago that men will apply for a job if they are 60% qualified, and women won't apply until they are 100% qualified. I've always kept that in mind when applying for roles above my current title.

*Sarah Melton, Supplies Outlet, VP of Ecommerce*

**Embrace the growth mindset. A quick hack is to add the word “yet” to self-doubt. I’m not a leader...yet; I don’t have the right experience...yet.**

*Kieley Taylor, GroupM, Global Head of Partnerships - Managing Partner*

Never wait for someone to teach you. There are so many great virtual events and opportunities to learn. Often in this space, we need to be the leaders as our own organization might not have the knowledge yet.

*Lisa Scheps, Nike-Director Digital Partner Services and Experiences*

**If you're the smartest person in the room, you're in the wrong room!**

*Riya Jindal, Hawke Media, Partnerships Manager*





## Leadership Tips

Uncover your blind spots. Leaders are often the last people to know what's going on. Knowing that you have blind spots—and how to see past them—is an important step in uncovering employee disengagement.

*Nissa Poetranto, GroupM, Integrated Search Lead*

Leadership in e-commerce requires vision and the ability to translate that vision into execution at scale. Leadership is all about inspiring other people to lead and grow. In an area that is growing at this pace, that also requires building stability, structure, and confidence within your leaders and teams. An ambitious vision to rally behind and the confidence that comes from developing the capability needed to execute against the vision.

*Beth Ann Kaminkow, Global Chief Executive Officer, Geometry*

**Diversify your skillset. Life throws us curveballs sometimes, but mastering more than one skill will always lead to a door of opportunity.**

*Andra Richardson, Manager, Digital Commerce, Catalyst*

Find ways for every member of the team to contribute in a way that is meaningful to them.

*Jackie Forte, Virtucom Group, Director of Business Development*



## Networking Tips

Take advantage of every webinar/panel discussion, even if video or cameras aren't on and you can't "meet" anyone. Add them on LinkedIn, strike up a convo.

*Malina Andre, 3XR, Sales Lead*

**Find people and topics you are interested in—ask questions, start conversations, invite others.**

*Darcy Meier Director - eCommerce Category and Customer Development*

Remember that everyone feels just as uncomfortable as you do.

*Selina Heckendorf, The Mars Agency; VP, eCommerce Amazon Strategy*

**Reach out to someone you want to network with - schedule a virtual coffee or happy hour for 30 min. Create a goal for yourself within reason – 1/month or quarter.**

*Melissa Burdick, President & Co-Founder of Pacvue*



## Work/Life Balance Tips

**The best advice I ever received is this: it's just groceries. They will be there tomorrow.**

*Ashley Jones, Zeal Grass Milk Sr. Grocery Fulfillment Manager*

Understand this is different for everyone—what is balanced for you might be chaos for someone else.

*Darcy Meier, Director - eCommerce Category and Customer Development*

**Take a break every 2 hours to keep your mind fresh and active.**

*Archana Jha, Associate Account Manager*

Time blocking as a technique will help you get your work/life balance. Divide your time wisely and prioritize what's important.

*Millie Muigai, Mums Village Ltd, CEO*

Set boundaries and stick to them. I do not check email on evenings and weekends unless it's special circumstances.

*Lori Haddan, Ledlenser USA Ecommerce Manager*





## WFH or COVID-era Tips

Lower your expectations and practice radical self-acceptance. We are doing too many things in this moment, under fear and stress. This does not make a formula for excellence. Instead, give yourself “radical self-acceptance” by accepting everything about yourself, your current situation, and your life without question, blame, or pushback. You cannot fail at this. There is no roadmap, no precedent for this, and we are all truly doing the best we can in an impossible situation.

*Nissa Poetranto, GroupM, Integrated Search Lead*

## 2 words: Zoom mullet. Business on the top sweatpants on the bottom.

*Kieley Taylor, GroupM, Global Head of Partnerships - Managing Partner*

As a mother, having a flexible partner (or any help with kids) to plan your week with on Sunday nights makes a huge difference:. Who’s ‘on duty’ for the kids at home during each chunk of the day?

*Liza Forbes, VP Sales at Tradeswell*

Block chunks of time on your calendar for focused work where you’re not on calls but can instead dedicate energy to creating, catching-up, or catching your breath.

*Meghan Lavin, Partner, Director of Marketing at Catalyst*



## Miscellaneous Tips

I learned from my time in consulting that you do not need the answers. That is why you are at the table: to ask the smart questions and go after solving the toughest challenges. E-commerce is where the value is being created for companies. There is so much room to contribute to clients in ways that are tangible and have the greatest contribution to their business. They want you on this journey with them because of your smarts and energy and creativity. They are not expecting you to have all of the answers!

*Beth Ann Kaminkow, Global Chief Executive Officer, Geometry*

Financial Tip: Use the principles of marginal gains. A 1% improvement makes a huge difference in the end.

*Millie Muigai, Mums Village Ltd, CEO*

**Be kind and respectful to everyone you meet, even virtually. The world can be a dark and lonely place, especially right now, and sometimes a kind word can mean a world of difference.**

*Kris McDermott, Director of Shopper Marketing, Kimberly-Clark*

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