

## RHONDA HOLDEN



**Job:** Head of Connectivity Support

**Company:** M247

I am Head of Connectivity and Customer Care at M247. We are working through a change program and cultural shift, driving the future success of our business and our customers. I have over 30 years' experience in people management (Oh my that's a long time!!) I love to motivate and mentor and provide a safe and fun place to work

**Collaborative**

**Trustworthy**

**Self motivated**

**The skills I use most in my job...**People management

- Data Analysis
- Motivating team
- Setting objectives
- Dealing with difficult situations

**The most interesting thing I've worked on in my career so far...**Covid really pushed our boundaries in thinking beyond the norm. I enjoyed this period, both during and post pandemic, as it amplified creativity, initiating new methods in service excellence and, actually improving how we operate. The workplace has changed so much with the introduction of Gen X, Gen Z, baby boomers and Millennials.

Understanding differences in characteristics throughout the decades is very interesting; watching the younger and older generations work together cements the fact.

**What inspired me into digital and tech...**Technology is such a creative industry. In the 80s and 90s I was told women don't go into tech world, that it was difficult, so I faced a fear. 12 years in the industry I moved to other less interesting roles and have eventually come full circle and back in Telecoms.

**My educational background is...**Leaving Ireland in the 80s to study in England was both daunting and liberating. I stayed in education as long as I could. I was enjoying the lifestyle too much to get a proper job. I completed a BA Hons in Business and Finance I was given the opportunity to study in France for a year, a degree in European Economics at the University of Le Mans. I grabbed that with both hands. I settled back in England and completed my PGCE from the University of Manchester

**What advice I'd give to girls thinking about a career in digital and tech...**This industry can be so creative. You don't necessarily need to be technically minded to succeed. There is so much to learn and so many paths to take. Identify what your strengths are and build on them. Know what your developmental areas are and make sure you work on these. Build your brand, and get a mentor.