



Felicitas Global Pte Ltd
Market Development | Professional Development

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A Woman Working in the Corporate World

Felicitas Global is a boutique marketing consultancy. They were pleased to be included in the AI Influential Businesswoman Awards, specifically within the Most Influential Woman in Consulting – Singapore category. To mark this splendid success, we interviewed the company's President, Radhika Ganapathy Ojha to discover the secrets of working as a woman in the oil and gas industry.

As a boutique marketing consultancy, Felicitas Global's core business is to help companies enter new markets, primarily in the Asia region. The company provides a complete suite of marketing services, starting from pre-feasibility studies to partner search, as well as helping their clients market their products in Asia.

The company's President, Radhika Ganapathy Ojha begins by telling us about her role within the company and career as a woman in business. She also shares with us her thoughts on the wider landscape, concerning the number of women at the senior management level today.

"I set up Felicitas Global in early 2009. Prior to this, I worked with the Italian Trade Commission in New Delhi & Singapore for over 20 years and then with an American company for about one and a half years.

"I would like to focus on one sector where we have been doing a lot of work, namely oil & gas. When I started working at Felicitas Global 2009, I remember going to meetings where I was the only woman among a group of 30-40 persons. Initially, I could sense the scepticism and sometimes I would perceive a rather condescending attitude among some of the attendees. During subsequent visits, I noticed a change, a growing respect and acknowledgment of my capability among these people. I think the key was to establish my credentials with them and get them to acknowledge my contribution to the discussions.

"Besides, this, I am happy to notice that the number of women at the senior management level in this industry is slowly picking up. I once attended a training programme on women managers. I was amazed to hear the kind of challenges faced by them at their workplace, especially dealing with gender and personality issues. I think these continue to exist even today, although they may have become less important in some of the multinationals as well as the bigger local companies."

Radhika then highlights her previous career experience and how this has influenced her current job role. She also points out to us the challenges

encountered as a woman working in the corporate environment and how she has overcome them.

"The current activity of Felicitas Global is a perfect combination of the experience I gained in my previous two jobs. Working with the Trade Commission helped me develop a systematic approach to marketing, while my experience with the private sector helped me get familiar with P&Ls, stress management and deadlines.

"As a daughter, wife and mother, I have always found myself pulled in many different directions and having to choose one role over another. While I firmly believe that it possible to have the best of both worlds, I also feel that it is very important not to let them intrude upon each other. My philosophy is to leave work behind when at home and vice versa! I make a conscious effort to do this, which believe me is not easy, but it has helped me focus much better on both aspects of my life."

Radhika then provides advice she would give to other women looking to succeed in the industry.

"It is very easy to give advice but hard to understand what each one's objectives are. I think it is important to have passion for the work you are doing. This will help you go through the ups and downs of your job. Sincerity to your work is a must - short cuts just won't work! One should be happy doing all types of work, indeed there is no such thing as routine or unimportant tasks. I believe that everything is important and essential. In fact, one's dedication and ability to work with a team is bound to show up your potential to the management.

"As a company, we have given opportunities to women who have left the work force for several years and wish to return to a full-time job. Being out of circulation for several years leaves them uncertain and not confident enough of their abilities to keep up with current work practices. I am happy to say that our experience with these colleagues has been wonderful. We have learnt a lot from them and they in turn have been very pleased to be back in the corporate world."

Bringing the interview to a close, Radhika is keen to share the changes she would like to see within the corporate landscape, to make it easier for women to succeed in it.

"I think an environment which enables women to have complete peace of mind about the care given to their young children would be a massive step in the right direction. This will also increase the chances of them returning earlier to the workforce after childbirth. Things are changing and moving in this direction in Asia, but we still have a long way to go.

"We are always on the lookout for young individuals interested in having an internship experience with our company. Being a small team, we try and engage the interns in all aspects of our work and try to make it as fulfilling an experience as possible. So, young adults out there wishing to experience various aspects of marketing and consulting, please feel free to contact us."

