

International Women's Day

Interview with Head of Digital Product, Sara Caselli

Can you tell us a little about the beginnings of your career path (what job did you aspire to do when you were young, and how this may – or may not – have changed throughout the years)?



"I have changed my mind so many times about the job I wanted to do! As a child, I wanted to be a ballerina, a hairdresser, an engineer, an artist...then I went to university and did Foreign Languages and Literature and wanted to be an interpreter.

During university, I started studying Marketing and Communication and did a Master's degree in Web Communication with an internship as a Digital Marketing Specialist...and I have not left the Digital world since! I did more Digital Acquisition at the beginning, then more product roles and CRO roles when I left Italy. So, I would say my career and job have changed, across three countries, but always in the Digital World."

International Women's Day

Is there anyone who inspired you throughout your career? If so, please tell us a bit about them and what effect they had on you.



"I have met a lot of great people during my career – colleagues who inspired me, colleagues who became very good friends, managers who taught me a lot, direct reports who still feel a bit like my children.

I will always remember my first female boss, she is a strong and independent woman and made me realise that I had to find my own way to be a leader and a good manager, without mimicking anyone else, especially in the male world."



International Women's Day



Let us know your role at Community Fibre and how it interacts with the broader company.

"I am Head of Digital Product at Community Fibre, and I interact more or less with the whole company, but mainly within the Commercial team and IT team. Many people in the broader company may know me because I send the monthly Marketing Newsletter."

[Back to the blog](#)

International Women's Day



Why did you choose to take up this role, and what drew you towards a role in telecoms?

"I joined Community Fibre in July 2021 as a CRO Product Owner and it felt like a great challenge for me, coming from a very traditional, big company in the financial sector. I felt like at Community Fibre **I could make a difference and have a real impact – and that has proven to be so true!** I moved to my current role quite soon after joining and I still feel very engaged and excited about it. It's an hectic world, but very challenging!"

International Women's Day

What do some of the International Women's Day slogans, like #BalanceForBetter or #EmbraceEquity, mean for you in your work life?

"I am very passionate about empowering women in the work life and about a wider form of inclusion. **Diversity is so important and it's such a powerful source of new ideas!** We have diverse customers, and we need to have a diverse workforce in order to serve our customers better but also to make our own work place a place to enjoy."



International Women's Day

Have you faced any barriers in your career or in performing a role due to being a woman? If so, how did you overcome them?

"Especially, if I think at the early stage of my career in Italy, I feel like there were a lot of cultural barriers towards young women. **I have always tried to prove with facts and data that those barriers were completely wrong.** I felt that I always had to prove myself more than men, and to make more effort than them. I really hope that young women now work and live in a fairer world and don't ever have to prove that they are better than men."



International Women's Day

Do you think there is currently enough visibility and resources to ensure that more women can take advantage of career opportunities commonly underrepresented by women? If not, how can we all do our part to improve this?



"I feel there is for sure more visibility on this nowadays, but we still have a lot to do to help. School and education are essential in that sense. Every little girl needs to be taught and understand that all career opportunities are open for them, all sports are there to be tried, that **any decision they take in their personal life in terms of family and children will be ok** and not judged in any way. I strongly believe that if we start from that, things will improve in the future."

International Women's Day



What is the most important advice you have been given throughout your career?

"Once I was told **"Focus on what you like, not what you are good at"**. Sometimes we are good at things but those are not really the things we like to do – so in order to look at your career path, you have to think about what you would like to do first because that will make you happy. Take risks, learn new things and **don't stay in your comfort zone!**"

International Women's Day

What advice would you give to women pursuing specialist careers, entrepreneurship or senior leadership roles.



"You really have to find your own way to be a leader (or an entrepreneur); women shouldn't replicate what men do but they have to **use their strengths, their specific skills and also their emotions** sometimes to be able to find their own path to leadership and success."

Happy International Women's Day

What final message would you
like to send out, Sara?



"Be brave!"