SIEGWERK

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Siegwerk celebrates International Women's Day

Liliana Fernandes graduated as Material Engineer for Polymers. Currently she works as Commercial and Site Manager at Siegwerk Colombia working closely with clients to understand their needs and drive business growth, while also leading teams to ensure smooth operations. Before joining Siegwerk, Liliana worked in the chemical, petrochemical and plastics industry, where she gained extensive experience in sales and business development. Besides work, Liliana is committed to mentoring and supporting other women, fostering inclusive workplaces, and leading by example to create an environment where talent and capability (-not gender) define success.

Can you introduce yourself and your role at Siegwerk?

My name is Liliana Fernandes and I am a Material Engineer for Polymers. On top of that I am the Commercial and Site Manager at Siegwerk Colombia. In my role, I oversee both the commercial strategy and operational management of our site, ensuring that we deliver high-quality solutions to our customers while

maintaining efficiency in our production processes. I work closely with clients to understand their needs and drive business growth, while also leading our teams to ensure smooth operations. Being part of Siegwerk allows me to combine customer-focused strategies with operational excellence to support our company ´s commitment to innovation and sustainability.

What have you done before? How did you get to the job you have today?

Before joining Siegwerk, I worked in the chemical, petrochemical and plastic industries, where I gained extensive experience in sales and business development. During my time there, I developed a strong understanding of technical and human skills. Inspiring other, while fostering customer relationship management as an entrepreneur and strategic planning, helped me build a solid foundation for my current role. My transition to Siegwerk was driven by my passion for key motivation, such as innovation, sustainability, commercial growth and leadership.

What inspired you to pursue a career in the printing industry?

It was the opportunity to be a part of an evolving and impactful sector while also leading and developing teams. I'm able to combine my passion for leadership with my industry expertise, empowering teams to achieve excellence while delivering high-quality and sustainable solutions to our customers. Leading others, fostering collaboration, and driving strategic initiatives in such a dynamic industry is what truly motivates me every day.

What's one leadership lesson you wish you had learned earlier?

It is the importance of truly empowering others rather than trying to manage every detail myself. Early in my career, I believed that being a strong leader meant having all the answers and closely overseeing every aspect of a project. Over time, I realized that the most effective leader trusts her teams, delegates

responsibilities, and creates an environment where people feel empowered to take ownership and make decisions.

Who has been your biggest mentor or role model in your career?

One of the influential mentors in my career was a director I worked with during my previous job. He taught me the importance of balancing strategic thinking with people-centric leadership. His ability to make tough business decisions while still inspiring and empowering his team had a lasting impact on me. I learned that leadership is about developing others, fostering collaboration, and creating a culture of trust.

If you had to describe your leadership style in three words, what would they be?

I would say: empowering, strategic and collaborative. I believe in empowering my team by trusting them, giving them the autonomy to make decisions, and providing the support they need to grow. Being strategic allows me to focus on long-term goals while ensuring we make smart, data-driven decisions in the present. Lastly, I feel that collaboration is key to success – I encourage open communications, teamwork, and shared problem-solving to drive the best results.

How do you balance leadership and personal life (like parenthood, friends and family, hobbies, self-care, etc.)?

Outside of work, I make time for my husband and friends, as they are my biggest source of support and motivation. I also prioritize self-care thought activities like daily meditation, pilates, outside walks and the gym, which helps me stay energized and focused. Having hobbies and moments to recharge allows me to bring my best self to both work and home.

What do you hope future generations of women in your industry won't have to experience?

I hope that future generation of women in the printing and manufacturing industries won´t have to experience the barriers to leadership and the need to constantly prove their expertise in a traditionally male-dominated field. While progress has been made, many women still face unconscious bias, fewer opportunities for advancement, and the challenge of balancing career growth with personal responsibilities. I want to see a future where the women in our industry are recognized for their skills and leadership potential. That´s why I´m committed to mentoring and supporting other women, fostering inclusive workplaces, and leading by example to create an environment where talent and capability-not gender-define success.

If you could give your younger self one piece of advice as a woman, what would that be?

It would be: trust yourself and own your space. Early in my career, I sometimes felt the need to prove myself more than others, questioning if I was ready for bigger opportunities. Looking back, I realize that confidence and self-belief are just as important skills and experience. I would tell myself to speak up, take risks, and not be afraid to challenge the status quo. Success isn´t about waiting for permission, it´s about stepping forward with conviction. And most importantly, I ´d remind myself that balancing career, family, and personal passions is possible, and it´s okay to define success in my own teams.

Anything else you would like to add, especially in light of International Women's Day?

On International Women´s Day, I want to emphasize the importance of not just celebrating women´s achievements but also continuing to break barriers and create real change. While we´ve made great progress, there is still work to be done to ensure equal opportunities, fair representation in leadership, and a culture where all women feel empowered to succeed.

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