



***Please provide a brief introduction about yourself:***

My name is Beatriz Sandoval-Maldonado and the first thing that I would like to share is that anyone who knows me, understands that I proudly embrace my identity as a Latina. I was born and raised in California and both of my parents immigrated to the states at a young age. I am part of a large immediate family with lots of siblings and an even bigger extended family filled with cousins and more cousins, plus the kids of cousins.... It is basically like attending a food and music festival every time we come together.

As a devoted marketer, I have always found myself captivated by the world of brands. The power of storytelling and crafting compelling narratives has been my motivation and what makes me come to work every day.

***Describe your current role with BSH and departments or regions you may interact with in your work:***

In my current role at BSH, I have the exciting responsibility of establishing long-term aspiration and vision for the Thermador brand and discovering innovative strategies to

captivate consumers, inspire brand loyalty, and drive sales. I closely collaborate with our Sales teams, our Business Unit teams and the Consumer Journey teams, just to name a few. I am very lucky that my work allows me to join forces with various other departments within the company. Additionally, over time, we have garnered interest from different countries seeking to learn from our unique programs and understand the successful implementation of our highly personalized initiatives. This role allows me to engage with diverse teams and regions, enabling a rich and dynamic work experience.

***What hardships or obstacles did you overcome in your career journey?***

My career journey has been filled with various hardships and obstacles. Some challenges were more significant than others, and some required difficult decisions that were not always comfortable. However, the way I approach and navigate these situations is deeply influenced by my family and upbringing. Coming from an immigrant household in California, I quickly learned the importance of determination and sacrifice in overcoming life's challenges. Growing up in a large, close-knit family with limited resources instilled in me a strong sense of responsibility, determination and resilience. These experiences have helped me discover my inner strength and have been instrumental in my career. They have taught me to acknowledge my limitations while fueling my ambition to seek solutions and propel forward.

***How do you handle your work/life balance?***

This is a tough one for me. Finding a healthy work/life balance has been a personal challenge for me. I haven't fully mastered the art of disconnecting at 100%, as the thought of returning from a relaxing vacation to a pile of emails and responsibilities dampens my vacation joy :O)

However, over the years, I've developed a system to manage this balance. I stay connected during some of my time off, addressing important matters and delegating tasks to my exceptional colleagues. By doing so, I can ensure that issues are handled in my absence and alleviate any worries. It's important to note that I never expect my team to follow the same approach. This is simply what works for me. Working from home a few days a week also helps me save time on commuting and allows for a better balance between work and family time.

***In the spirit of the Diversity Days theme, what do you see as your unique contribution to BSH?***

I consider myself a "detective of ideas," and this deepens my passion for my role. It also empowers me to bring a creative and consumer-centric approach when collaborating with colleagues and other departments.

I firmly believe that my ability to think outside the box and understand the needs and desires of consumers can greatly enhance our work at BSH. By being the voice of the consumer, I aim to contribute valuable insights and innovative solutions that align with their expectations. I am dedicated to fostering an inclusive environment where diverse ideas are valued and embraced. Through my unique perspective and ability to connect with different stakeholders, I believe I can contribute to the success and growth of BSH.

Lastly, I firmly believe that a good sense of humor is essential, not only in the workplace but also in life. Laughter has the remarkable ability to relieve pressure and alleviate stressful moments. It is incredibly fulfilling for me to engage in meaningful discussions, reach consensus, or respectfully agree to disagree, all while being able to share a laugh about something unrelated. It helps to ease tensions and, personally, it gives me a boost of energy and positivity.