

PFB relies on the thoughts and actions of successful women

A growing number of companies are currently discovering gender diversity. None of this is new to the Auto-ID specialist PFB: the company has been promoting female employees from very beginning – and has been very successful with this strategy.

customers, I clearly see time and again that you can only work successfully with authenticity. In an interview with FACTS, Frisch stresses above all else that, in her view, authentic, strong women shape society today.

MANAGEMENT RESPONSIBILITY

Jolanta Biberstein is the company's new market development manager. In her role as business development manager, Yvonne Junge



YVONNE JUNGE,
Business Development Manager

to attract more women need to do more than merely pay lip service. It is often necessary to rethink and adapt the existing structures.

SUCCESS IN THE IT WORLD

According to PFB manager Jolanta Biberstein, the ability to attract women to the workforce really depends on the processes within a company: 'In my experience, the right organisation is incredibly important to the success.'



KARIN FRISCH,
Sales Director



JOLANTA BIBERSTEIN,
New Market Development Manager

The fact that many companies are now keener than ever before to attract female employees is viewed as a positive development by PFB. However, this is by no means new territory for the Auto-ID specialist – on the contrary: since it was founded more than 28 years ago, the PFB team has been made up of at least as many women as men. Over time, the percentage of female employees has continued to grow. For the IT company, having a large proportion of female employees has thus always been a given.

In general, digitalisation measures create even better opportunities nowadays: adapted

hours, working from home, a family-friendly working atmosphere for both genders and comparable earning and promotion opportunities are important aspects that are often easier to organise in digitally oriented companies than elsewhere. Bert Jansen, CEO of PFB: 'Since the day my company was founded, it has always been clear to me that women are incredibly goal-driven and reliable and contribute real professional and social skills to the team. They are therefore extremely important to the development of a company.' Jansen emphasises: Factors such as family-friendliness or flexible working hours simply go without

saying in his company, regardless of whether for female or male employees. Making sure that women always have equal rights and opportunities has long paid off for PFB: many more women now apply to the company for advertised jobs.

Female staff occupying management positions at PFB is also no exception. As sales director, for example, Karin Frisch has an important role at the Auto-ID specialist. From Frisch's point of view, the secret to success in terms of climbing the career ladder is not a gender-specific thing: 'From my many years of working in sales and from the contact with

is another female executive who strengthens the PFB team. And then there is Rania Köhler, an external self-employed marketing specialist who has been working for PFB for a number of years. Women at the start of their careers also have the best prospects of working their way up to management positions here. Due to the flat organisational structures throughout the company, many female colleagues work in positions of responsibility.

Overall, the specialist in Auto-ID and printing solutions based in Niederfischbach (Westerwald) and Meerbusch (near Düsseldorf) by no means regards the current trend as a risk, but as a valuable opportunity. A central goal for the HR policy of digital companies should be to have a growing proportion of women in key and management positions. At PFB, gender diversity is regarded as a critical factor in remaining competitive in the long term and being perceived as an attractive employer in the future.

RETHINKING STRUCTURES

It is clear that the approach embraced by PFB is by no means common practice at many German companies. However, there is one obvious reason why women are now being heavily courted almost everywhere: across the industry, there are not enough men to fill the vacant IT positions. Yet companies that want

And especially as a parent, in my case as a mother, you learn to deal with stress and set priorities, thereby developing real management skills.' The new market development manager recommends active dialogue, regular workshops and discussions. 'With success always comes responsibility. And also the courage to take new steps and try new things,' says a convinced Jolanta Biberstein.

Folker Lück ■