

# Meeting Amy Kirby, Executive Director of Research and Insight recruitment

Aspire™



## Women in Leadership



# Why do we need to talk about Women in Leadership?

We have interviewed seven of Aspire's extraordinary women who share their personal experiences, challenges, and breakthroughs as they have become the role models they are today.

By giving us their best advice on how to approach a leadership role, things to consider when managing others, and other golden nuggets of advice, we want to help you feel empowered to aim high, and just go for it.

Whether you've toyed with the idea of becoming a manager, looking to claim your position as a business director (or similar), or simply want to get noticed for going the extra mile, these women, and Aspire, are right behind you! We hope this answers your concerns and helps reduce inequalities between genders.

If you would like to get in touch with our female leaders, don't hesitate to drop us a message and we will put your greatness in touch with theirs! Email [marketingteamaspire@weareaspire.com](mailto:marketingteamaspire@weareaspire.com).

These personal, informational accounts aim to advise other women who aspire to be on similar paths. The individual interviews will be published in small booklets that people can download from our website. Each week, beginning with International Women's Day, on 8th March, we will release another booklet, showing our support and raising awareness for IWD for a total of seven weeks.



# Women in power

First, let's meet: Amy!

I have over 17 years of experience working in Recruitment at Aspire, seven years working in Market Research, and an overall 24 years in the industry. That makes 16 in a leadership role. I was a Business Director for eight years and have been an Executive Director for a year.

My very first leadership role was as a Team Manager at Aspire in Research and Insight progressing from managing one person to taking on the full team. Since then, I have managed up to 12 people at one time, including Managers and a Business Director at Aspire.

Being a real people person, moving into recruitment was a natural step for me, and staying within the research industry was a must after spending seven years working for two well-known research agencies. Once you really understand the ins and outs of your industry, if recruitment interests you, then it makes sense to explore it in the area you know.

From early on in my recruitment career, management was offered to me and I've never looked back. I have always been thankful that I have been able to seek out the chance to take on new management and leadership challenges, whilst building strong relationships in an area I love working in.

**Have a clear, work focused mind each day, setting out what you want to achieve. Have integrity and enjoy what you do. Work smart and be efficient and effective.**



## Getting noticed

When I got my first manager role it was very exciting. I had moved up and progressed quickly, and I really embraced it. It was definitely empowering to take on the challenge and build on that experience and build up my career. I have always believed in leading from the front, showing people how to be successful, as well as understanding what they need and what drives them to offer them individual development as well.

I believe that being results-driven is key to success, from both an individual and wider team perspective. It is important to know the goal and understand how to get there. I think that this brings results and allows you to develop people to reach their full potential.

## My advice for: Becoming an Executive Director

To become an Executive Director, it's important to have an active voice in the company and for your specific area of expertise. I am really proud of the impact that my divisions have within Aspire. Having that passion reflects in what you do every day and helps you lead from the front and champion what you have achieved for the good of the business as a whole.

You're not just a role model in the company, you're also a representative externally. Therefore, forming relationships with senior people in your industry is vital for business growth and to position your company as market experts. It also means you can open doors to help others develop too.

To progress from a Business Director to an Executive Director, comes through gaining experience, having being exposed to lots of different scenarios and situations and dealing with them effectively. It is how you respond in these situations that differentiates a great Executive Director.

# Leadership advice







## Above and beyond

I'm really thankful that I work somewhere that has always helped me consider what is next, as this has helped me progress in my career. I've come a long way to progress into a leadership role, but I am always inspired to think bigger and better about how both the business and I can improve. It is great to work in such a dynamic company that is forward-thinking and provides growth and opportunity for people.

In my leadership role, I have always had a strong interest in the wider business, always keen to develop myself. I have often deputised for our Managing Director to lead company-wide meetings and catch-ups. Having the opportunity to stand-in as a leader of your business, such as hosting daily huddles, represents you as an authoritative figure, but also a great motivator to inspire the wider team to achieve more, together.



## Network, network, network

If there was any other advice I could share, it's to network, network, network. We have sponsored the MRS Awards in previous years too - these are very popular, prestigious awards for the industry I work in. Having the opportunity to network and to present awards to researchers, has enabled me to expand my personal reputation even further.

Keep your finger on the pulse and look out for events in your field. Get to know those who runs them, and those who attend, work with C-suite and other key players, and so on. Doing so will give you access to a wealth of knowledge, and continue to open doors for your growing career, as well as helping you to really keep up to date with the latest industry trends too.



## About Aspire

Established in 1992, Aspire is a recruitment consultancy with offices located in the UK, APAC, and the US specialising in supplying talent for a variety of sectors and disciplines such as Content, Data, Digital Media and Marketing, Events, Research and Insight, Intellectual Property, Technology, and Sales.

Aspire is fully committed to Diversity and Inclusion and the fair and equal treatment of our employees and candidates.

We hope this content empowers females to break through barriers and continue to progress into managerial and leadership roles, while enlightening business leaders of the capabilities of such females who can help take their business higher, leaving discrimination behind.

**You can find out more about our Diversity and Inclusion policy at: [www.weareaspire.com/about-us/diversity-and-inclusion](http://www.weareaspire.com/about-us/diversity-and-inclusion)**



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Helping you elevate your career  
while empowering others