

Laurina Esposito - Founder and CEO of Women in Porsche

In this episode:

- Laurina recalls how her world of high-heels, exclusive events, and designer gowns transformed into Porsche cars, restorations, and bonding time with her father.
- Laurina shares the motivation behind the launch of Women in Porsche in 2018 and how it aims to uphold the value of inclusivity for every member.
- Laurina hopefully discusses her vision for every woman who is passionate about the automotive industry.
- She also gives a nugget of wisdom for everyone who's looking into branding themselves and branding their business.

Laurina Esposito is the founder and CEO of Women in Porsche, and a global community dedicated to women who drive, work with and love Porsche cars. She is also the owner and CEO of Espo Resto - a Porsche body shop established by her father, Porsche restoration expert John Esposito.

Quotes from this episode:

"Acknowledgement and equality for women comes through mutual understanding of both men and women's perspective." – Laurina Esposito

"You can't get equality without men being willing to have you there." – Laurina Esposito

"I really want to get away from the sensationalism of women in the automotive world and get to just the normalization of it." – Laurina Esposito

"At least for right now, we have to exist so that we can educate people on the fact that women are just as passionate, just as capable, just as able and just as excited to be here as men are." – Laurina Esposito

"Being a CEO and being the leader of my business means I have to recognize when I fit and when I don't and it's for the betterment of the business and for the betterment of the company." – Laurina Esposito

"For me it boils down to keeping it simple. The message needs to be something that no matter who sees it, they can recognize it instantly, they know what it is that you're selling or talking about or giving out to the world and they don't have to wonder what that means." – Laurina Esposito

3 Pearls of Wisdom:

"Anything less than extraordinary is a waste of your time."

"Just make it work."

"Fake it till you make it."

Resources:

Laurina Esposito - Founder and CEO of Women in Porsche

Website: <https://www.womeninporsche.org/>

Facebook: <https://web.facebook.com/womeninporsche>

Instagram: <https://www.instagram.com/womeninporsche/>

Twitter: <https://twitter.com/womeninporsche>

Link to show: <https://www.kamiguilddner.com/ewr-laurina-esposito-203/>

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Time stamp:

24:50 – 25: 45 – Laurina discusses on how she takes charge of the situation without having to resort on authority or command. She shares that she is being smart by letting her feminine values guide on how she deals with particular people.