



## UPWARDLY MOBILE

Multinational corporation Brightstar aims to lead the way in opening up lines of communication – especially for women

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"A can-do attitude is what determines success in Brightstar," says Emer Timmons, the company's Chief Marketing Officer and President, Global Enterprise Channel. Brightstar's dynamic ethos and focus on talent has seen it carve out a special position in the mobile technology industry, while becoming a beacon of diversity. By actively promoting equal opportunities, the company demonstrates that a diverse workplace makes for a better work environment and a more successful business.

Brightstar looks after mobile phones for leading carriers, retailers, enterprises and public-sector organisations across six continents. Its services include supply-chain and retail solutions, financing, insurance, repair, accessories, trade-in and recycling. Headquartered in Miami, the company has more than 50,000 clients and handles in excess of 100 million devices every year. "What makes Brightstar unique is the combination of our scope and scale, and the people, platforms and intelligence that we bring together," says Timmons. "All businesses generate an ever-increasing amount of data, but we put it to work to drive the outcomes that our customers want."

The company maintains its competitive edge by constantly investing in innovation, including in people as well as systems and products. Timmons herself is a prime example of Brightstar's recruitment of talent. She joined the company from BT, where she was the first female president in the telecommunication giant's history. She has been a member of the Women's Business Council since 2013; and her work promoting gender equality saw her placed fourth on the *Financial Times* and HERoes Champions of Women In Business list.

Brightstar's commitment to equality was one of the things that most attracted Timmons to the company. She has become involved in its internal Women's Network,

which regularly holds breakfast meetings; and in other initiatives to champion women both within and outside the company. This builds on Timmons's work in the public arena, where she gives speeches, including an address to the United Nations at the Annual Women's Commission on the Status of Women globally.

Brightstar is a founder member of Next 3B, an organisation that seeks to realise the global potential of the next 3 billion people joining the internet. Initial projects are now taking place in India and Rwanda, providing underprivileged women with access and training to network-connected smartphones. The aim is to improve their lives and create a ripple effect of economic and social activity with their families, friends and into their villages. Timmons is spearheading Brightstar's partnership with The Next 3B. "The benefits of increasing online access in terms of education, health and prosperity will be enormous," she says. "And while all genders will benefit, it will be of particular advantage to females."

Timmons is developing her work in the wider field of gender equality. This includes launching Men as Agents of Change, which aims to encourage male executives in the FTSE 350 to actively sponsor female talent. "It's 100 years since women won the vote in the UK," she says, "and we've travelled an immense way in that time. But women are still under-represented at board level in Britain, so there's still work to be done."

Passionate about gender equality, Timmons is proud to work for a company that shares her values. By taking steps to build a diverse workforce, Brightstar is proving that what's good for women is good for business, the economy, and society too.

**"The benefits of increasing online access in terms of education, health and prosperity will be enormous for everyone"**

Emer Timmons, Brightstar