



Julia Muir, CEO Gaia Innovation, Founder Automotive 30% Club

Julia Muir is the CEO of the social enterprise Gaia Innovation Ltd, and founder of the Automotive 30% Club, a growing network of over 40 automotive-sector CEOs and managing directors aiming for a minimum of 30% representation of diverse women in key leadership roles by 2030. She has a business studies degree and a postgraduate diploma in human resource development, and is a veteran of the automotive industry with 30 years' experience in sales, marketing, organizational development and human resources.

Julia's primary goal is to help diverse youngsters and women achieve their full potential. In 2016, Julia founded her business, Gaia Innovation, to build a positive ecosystem between schools, universities and inclusive employers in advanced technology sectors. She founded the Automotive 30% Club to encourage influential players in the sector to become inclusive leaders and build gender-balanced companies to achieve greater business success, thus also creating increased demand for diverse women.

During her school's engagement, Julia realized that youngsters are still constrained by gender stereotypes in careers, so she created a network of inclusive employer volunteers to raise aspirations and inform girls and boys that they have much broader choices. This ecosystem has now evolved into the Automotive 30% Club Inspiration for Innovation Network and aims to create an increased supply of diverse skilled employees in the future.

Julia advocates that organizations' working practices and cultures must be recalibrated to better suit the 21st-century worker and ensure diverse women and men will survive and thrive. She firmly believes that businesses are more profitable when both sexes work together in an ethical and socially responsible inclusive environment, and that gender equality benefits men as well as women. Julia provides advice to businesses on gender-balance issues and outreach activities.