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Sharing her Story

To close off national Women's Month, the final profile in our series *Sharing Her Story* is Laura Sinclair from WeBuyCars.

Please provide us with a brief overview of your professional career?

After completing my articles at Deloitte, I stayed on and gained further experience in auditing, consulting and advisory in international markets such as Dubai and Australia. I joined VATIT shortly after my return to South Africa in 2017.

In 2019 I decided to fast track my career by growing my skills in the business world and enrolled for an MBA course at the University of Stellenbosch Business School. During my studies, I was offered the opportunity to join the WeBuyCars team as the Special Projects Manager and was promoted to Head of New Business shortly thereafter. A year later, I moved to the finance team as the General Manager, where I got the opportunity to lead the finance team and work on exciting initiatives.

My sense of urgency, willingness to learn and not to be afraid to take on new challenges has empowered me, together with the brilliant, dynamic WeBuyCars team, to make a significant difference and grow the business substantially.

With Women's Month coming to an end, what does the importance of this period mean to you?

I believe that Women's Month should be a celebration of women's contribution to our history, our culture, and our society. We should use this time to reflect on the progress made,

call for change and celebrate the acts of courage and determination by ordinary woman, who plays an extraordinary role in our day to day lives. These topics are still relevant today, and we should embrace the importance of this period.

Based on your experience what progress have you seen in terms of female empowerment in your field?

The number of women in South Africa who have had the opportunity and support to become a CA (SA) has improved. Female leaders in finance and new business from across generations are now working together to find new solutions to our country's challenges. However, from my experience, the 'broken rung' is still holding women back, which keeps them from achieving a senior or executive position. Change is in progress, but slow, as the overall number of women in top business roles is still relatively low. We need to identify and develop young girls from an early age, nurture and train them and develop their leadership skills. In my experience, mentorship programmes work well.

Have you faced any challenges in your career due to being a woman? How have you moved past these?

Being a young female in a male dominated industry has come with its challenges. Being valued and respected as a strong leader, despite my gender and age, has probably been the biggest challenge. Becoming more

psychologically androgynous, not afraid to show my feelings and vulnerability and finding my authentic voice has helped me move past this.

What advice do you have for women wanting to enter the field of compliance and finance?

Find yourself a mentor! Find someone who, in your eyes, has achieved success (from a personal and professional point of view). In my experience, the right mentor can accelerate your growth and development.

Work smart and make your own luck. To become your best self, you have to put in the effort. I believe that you can accomplish success by working smarter, not harder. The field of finance is quite competitive, and you need to accelerate your efforts to find your edge.

Dream big. You are in control of the limits you set for yourself. Don't let anyone prescribe to you what is possible - "Imagine that you have no limitations and then decide what's right before you decide what's possible."

—Brian Tracey