

ADVERTORIAL

The Female Side of Doing Business

How do you know if you belong to these women called "alpha women"?



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Women have always played a fundamental role over time, despite having been pigeonholed for many years only to be able to develop as housewives and as mothers, they are currently taking the reins with important positions in organizations.

Perhaps it would seem a bit disheartening to mention that for every 100 entrepreneurs 9 are women, or that according to the UN Human Development report indicates that women earn 24% less than men, however, there are

millions of women who Have decided to remove the role of victim of the forehead and have left the world to break paradigms, women who seek their freedom and independence by slowly destroying the established models.

Being a woman even in these times is definitely not an easy task, there is still a way to go, to what has been called "a struggle" to achieve the same opportunities and rights as men, is a necessity that demands the role of Gender in society.

We are in a new era where both men and women have become aware of their equality, this is where determined women, with economic independence, good self-esteem, active and proud of their work and financial successes, have been called "**alpha women**". They have represented the characteristics that define a large percentage of women in the 21st century.

The concept of "alpha woman" established by Marian Salzman, attributed to all those women who first thought of themselves as people, then as women.



According to data from **IBOPE AGB Mexico**, in our country there are about one million alpha women with a successful lifestyle and high self-esteem, increasing in our population. Women who make decisions at corporate levels, impacting on the economy at national and international levels.

We are getting closer to that day where equality and equality of sexes cease to be a chimera where people are no longer divided by gender, but by skills and values.

And as Mary Wollstonecraft, a 17th-century English philosopher and

writer, said: "I do not desire women to have power over men, but over themselves"

These are some jobs where women have excelled and achieved economic success:

1. Marketing Director

With a salary around 135 thousand pesos per month, one of the preferred careers for the gender occupying a 42% occupancy.

2. Director in Public Relations

With an average salary of 121 thousand pesos per month.

3. Director in Strategic Planning

Average salary of 94 thousand pesos per month.

4. Director of After Sales Service

A salary that oscillates around 88 thousand pesos a month.

5. Director of Admón.

With an average salary of 77 thousand pesos per month.

6. Advertising Director

Approximate salary of 62 thousand pesos per month.

7. Accounts director

Average salary of 52 thousand pesos per month.

8. Real Estate Advisor

With an average salary of 47 thousand pesos a month. According to Lamudi, real estate portal, in Mexico has 61 million women involved in the real estate sector. A clear example would be in **CENTURY 21 MEXICO**, where of the 2,300 consultants at the National level, 80% are women.

9. Wholesalers & Retailers

Women who are engaged in the agricultural sector in buying / selling have a 0.6% higher profit.

10. Distribution, Transportation, Storage Managers

Earning around 37 thousand pesos per month, a female carrier can earn up to 7.1% more than a man.

Finally, collective and constant goals have been the reason why women have been able to address the effects of patriarchy today.

Thanks to talented, highly motivated women with no boundaries and impressive leadership skills, they have placed the word “woman” on a step where it will hardly ever be lowered again.

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