



“ Electricity consumption will increase by 80% over the next 25 years. The 3Ds of the New Electric World – Digitization, Decarbonisation, and Decentralisation - can help us manage this demand much better, create a better world for everyone, and most importantly, for our future generations.

Carola Puusteli

Sales Vice President for Power & Grid Segment at
Schneider Electric



.What is your current job title and responsibilities?



I am the Sales Vice President, responsible for developing our strategy and value propositions for our Power customers, with focus on supporting their decarbonisation journey.

What initially interested you, and lead you to this industry?



To do more with less impact on the environment and to fight waste have always been my professional and personal drivers. The Power & Grid segment has an important role to play in limiting global warming, so this is really the best place to work if you are motivated by contributing to a better world. When I had the opportunity to become a leader in this sector, I didn't hesitate for a single second because my work objective is completely aligned with my personal values.

Do you have any insights into what could be done to encourage more women into this sector?



Communicate about all the opportunities that exist in this sector: it's becoming very high-tech, it is transforming extremely fast in order to reduce global heating, and there are huge opportunities to contribute to both technical and business innovation.

International Women's Day 2021

Do you have any insights or advice for other women who may not know this industry as a potential sector for them?

 *If you want to be part of one of the most disruptive changes that the energy industry has ever experienced, this is the place to be! This sector is undergoing a revolution - the most exciting and disruptive one since the invention of electricity:*

- *Decentralisation is transforming the "one-way street" of energy into a multidirectional, multi-lane highway. Where previously, power generation was centralised, the rise of new technologies has provided a new pathway into how we generate, store, move and consume energy.*
- *The urgency of carbonisation: the electricity sector plays a key role in fulfilling the goal set by the historic Paris Agreement to keep global temperature rise well below 2°C. Power & Grid companies can build a better planet and translate sustainability into business.*
- *Digitalisation is a key success factor, and it is the only way to manage the complexity that comes from simultaneous increase in electricity demand and the need to reduce our carbon footprint.*

What do you as a woman bring to the industry?

 *I bring a people-centric and long-term focus to a sector where technology and a short-term focus have historically exerted too much influence on strategies and decision making. I'm convinced that PEOPLE make the difference in business. By focusing first on how to grow and motivate my teams, peers, and customers, I've been able to build a shared vision around how to create a better world, and therefore connecting the WHY we need to transform this industry with the HOW. It's about managing the paradox of our dream of a better future and delivering the results now.*

Where do you see yourself in five years? What is the big goal?

 *Better business, better world. I want to continue to share my passion of sustainability as key pathway to stronger businesses. I'm lucky to be able to do that with Schneider Electric today, as well as with the companies to whose boards of directors I belong – and if I had a magic wand, that's what I would do for the rest of my life.*
