

## **Project Management Update from Argentina**



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### **“Latin American Women Leaders share their learnings”**

In the past April edition of the [PM World Journal](http://www.pmworldjournal.net), I’ve commented about the event developed by PMI Nuevo Cuyo Argentina Chapter, Branch La Rioja, called **"Women Leaders from Latin America"**. The leader of this community, José Sergio Torres, organized with great success that event in which recognized women have shared their experiences and learnings.

In parallel, the Community of Interest of the PMI Buenos Aires Chapter, called “Female Leadership in Project Management”, continued to carry out events to disseminate and develop skills for women leaders in Project Management. In this context, it was held on Wednesday, May 8<sup>th</sup>, a self-awareness and leadership workshop entitled "Leadership begins in me" at the University of CEMA in Buenos Aires City.

Following this line, the aforementioned Community of Interest, together with the PMI Nuevo Cuyo Chapter, held on Thursday, May 30<sup>th</sup>, a new session of the "Women Leaders from Latin America" forum, this time at the headquarters of Aden International Business School in city of Mendoza.

Personally, I had the honor of participating in the panel of recognized women from different industries and organizations, while introducing to the audience about the participation of women in project management, after the institutional presentation of Engineer **Leonardo Vázquez**, president of the PMI Nuevo Cuyo Chapter.

In the introduction I wanted to highlight the need to develop more talent in project management since, according to the PMI report, *Project Management Job Growth and*

*Talent Gap*, by the year 2027 will require about 88 million project managers, being one of the fastest growing professions of today.

On the other hand, organizations are deficient to find this talent and, in parallel, it is estimated that women represent only 30% of project managers, according to surveys conducted by PMI and research conducted in Latin American chapters.

This shows a great opportunity for project management, and also for women.

It is important to spread and inspire more women to contribute their talent to this profession, which, in turn, can generate professional development and better incomes.

But for this, it is necessary to overcome problems associated with gender stereotypes and obstacles that women usually face in order to grow in the workplace, such as those represented by metaphors called "glass ceilings", "glass labyrinths", "sticky floors" and "cement ceilings", among others, that mention external and internal barriers that hinder women's access to leadership positions in organizations.

Among the external barriers, we can mention stronger demands, lack of recognition and scarce promotion to leadership roles that affect women in organizations.

As internal barriers, the most common ones are the lack of self-esteem and self-confidence, self-censure of professions considered "masculine" and the desire to "please" others that predominates over negotiation and the right to be considered.

However, there are many women who stand out in areas where male figures predominate, and we have seen that with the presentation of these great leaders who made up the panel.

To start the session, Lucila Pedernera, volunteer of the PMI Nuevo Cuyo Chapter, presented the outstanding members of this forum.

In first place, it was introduced **Mónica Colombo**, Engineer and Specialist in Information Systems Engineering from the National Technological University, Argentina and Scrum Master certified by Scrum Alliance and Certified Leading. Mónica was responsible for the creation of the Knowledge & Growth Integration Area at Belatrix firm, where she has been working for 16 years, and has been Quality Assurance Manager and Account Director, she formed the area of Quality Software Assurance, developing and implementing software quality projects, developing quality services, training the first quality engineers in Mendoza, managing more than 120 projects with clients mainly in the US, Canada, Argentina, Chile, England, Spain and other countries in Europe.

Mónica Colombo is also professor at the National Technological University, Mendoza Regional School, since more than 30 years ago, and has published several papers and lectured in congresses and universities in Argentina, Chile, Bolivia, Peru and Mexico.

Next, the introduction of **Dr. Eleonora Lamm**, PhD in Law from the University of Barcelona, where she also obtained a Masters in Bioethics and Law and Family Law, becoming the first Doctor in Bioethics of Spain. She participated in the drafting of the Civil and Commercial Code of Argentina and currently serves as Deputy Director of Human Rights of the Supreme Court of Mendoza, coordinator of the Doctorate of Family Law of the University of Mendoza, coordinator of the Diploma in Gender Violence of the National University of Cuyo and member of the National Committee of ethics in science and technology.

Eleonora Lamm has been called to intervene as a Judge at the Monsanto International Court, in The Hague, The Netherlands, and was invited as an expert to participate in a committee to review and update the Yogyakarta Principles, Geneva, Switzerland, in 2017. Author of books, articles and publications, participant in Research Projects at European level and in seminars, congresses, courses and scientific dissemination events.

Subsequently, followed the presentation of **Enologist Susana Balbo**, who graduated with honors from the Enology career in 1981, becoming the first winemaker woman in Argentina. With more than 30 years of career in the wine industry, Susana Balbo is the most recognized winemaker in her country and abroad and was elected three times as a president of *Wines of Argentina*, entity that promotes the brand and country image of Argentine wines around the world (<http://www.winesofargentina.org/en/wofa/>).

In 2018, she stood out among the "*10 most influential women in the world of wine*" by the British magazine The Drinks Business, magazine that named her "Woman of the Year" in 2015.

Susana Balbo is a National Deputy from the Province of Mendoza since 2015 and in 2017 has been elected by the President of the Argentine Nation, Mr. Mauricio Macri, to lead the W20, a working group within the G20 that contributes to the empowerment of women.

Currently, Susana Balbo is the owner and founder of Susana Balbo Wines in Mendoza, a family winery that in the last 20 years has managed to become one of the most important in Argentina. In addition, she continues to work with the W20 during the transition from group command to Japan in 2019.



Photo: Panel of Latin American Women Leaders of the PMI Nuevo Cuyo Chapter, Argentina. From left to right, Monica Colombo, Eleonora Lamm accompanied by her little daughter, Susana Balbo, Eliana Bórmida and Cecilia Boggi.

Continuing with the introduction of the panel, it was the turn of **Architect Eliana Bórmida**, with long experience in the world of wine and its culture, especially focused on the Mendoza region, which leads the Argentine viticulture.

Eliana is the owner of the Bórmida & Yanzon Arquitectos studio, internationally recognized for its winery projects for important companies. These works, begun in the late nineties, were pioneers in defining a contemporary regional identity and in enabling the development of wine tourism, today a flourishing activity in the country.

Her cultural vision is manifested in her activities as a designer, university professor, researcher, consultant, lecturer, jury of competitions and member of institutions related to art, design, heritage and sustainable development, fields in which she has received numerous awards.

Eliana Bórmida is Professor Emeritus of the Faculty of Architecture and Urbanism of the University of Mendoza and Cavaliere dell'Ordine della Stella della Solidarieta Italiana, conferred by the Presidency of the Republic of Italy.

In 2012, her studio received the Konex Architecture Award and in 2014 she was named Illustrious Citizen of the City of Mendoza. Currently, she has an intense activity in the diffusion of the values that identify Mendoza and Argentina within the framework of wine culture and international wine tourism.

As I mentioned before, I also had the fortune to be invited to this panel and listen to these leaders who remembered interesting anecdotes and enriching experiences.

I believe that these activities are highly positive to promote the paradigm shift and challenge the stereotypes that are so inculcated in our society.



Photo: Susana Balbo talking at the Panel of Women Leaders from Latin America.

Showing examples of women leaders who have excelled in industries mostly considered masculine, open the way and inspire many young women to freely choose the professions they like, without distinction of gender and to be able to stand out in them without barriers.

I appreciate the collaboration of Lucila Pedernera, Leonardo Vázquez and José Sergio Torres for the information and photos shared in this report.

More information about local Project Management events, enter the sites **PMI Buenos Aires Argentina Chapter** [website](#), **PMI Nuevo Cuyo Argentina Chapter** [website](#), **PMI Cordoba Potential Chapter** [website](#). To contact **PMI Rosario Chapter in Formation**, write to email [rosario@pmi.org.ar](mailto:rosario@pmi.org.ar).

#### Bibliography:

- PMI (2017). Project Management Job Growth and Talent Gap 2017–2027.  
<https://www.pmi.org/-/media/pmi/documents/public/pdf/learning/job-growth-report.pdf>

## About the Author

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**Cecilia Boggi**, MBA, PMP, CSM is founder and Executive Director of activePMO, giving consulting services and training in Project Management and Leadership skills in Argentina and Latin America. Graduated in Computer Science from Universidad de Buenos Aires, Argentina, she has managed software development projects and PMO implementation projects for more than 25 years both in the government and private sector, in different countries in Latin America.

Cecilia has an Executive Master in Business Administration from the Universidad Francisco de Vitoria, Spain and also has graduated from an Executive Program in Business Management at Universidad del CEMA, Argentina.

She holds the Project Management Professional (PMP®) credential since 2003, is certified as SDI Facilitator from Personal Strengths®, is a Professional Executive Coach accredited by Association for Coaching, UK, PMO-CP from PMO Global Alliance, Certified Scrum Master (CSM) from Scrum Alliance and alumni of the PMI Leadership Institute Master Class 2012.

Ms. Boggi is Past President of the PMI Buenos Aires Argentina Chapter, and is a founding member of the PMI Nuevo Cuyo Chapter and PMI Santa Cruz Bolivia Chapter. She was PMI's Mentor for Region 13, Latin America South, for the years 2014-2017. Cecilia participated in the development of PMI's PMBOK® Guide 5th Edition, leading the Chapter 9, Human Resource Management, content team; she is professor of Project Management and Leadership in some Universities and Business Schools in Latin America.

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