



Diversity and inclusion have been top of the corporate agenda of late – making this year's 20 Women to Watch even more poignant. The class of 2020 includes the highest number of nominations to date, from the widest mix of telcos, demonstrating the amazing work women are doing across the industry. As with all power listings, there are always some names that we miss, but do keep an eye out next year for the opportunity to have your say and nominate the amazing women in your business!



Eugina Jordan
Parallel Wireless
Vice president of marketing

Jordan is a self-made woman, starting as a receptionist at a telecom start-up 20 years ago and working her way up to become a VP of marketing at Parallel Wireless. In seven years she helped to transform the company into one of the industry's most innovative technology providers with 72 industry awards (including two GLOMOs) to prove it! Jordan built a communications strategy leveraging social media, analyst programs, op-eds, speaking and webinars, and industry events to educate on key differentiators and benefits for Open RAN technologies.



Danielle Royston
Optiva
Former CEO

Three and a half years ago Royston took over as CEO of Optiva and accepted the job no one wanted: turn around the financially distressed telco software company. Not only has Optiva been restored to financial strength, in the process Royston created an industry leading vision and positioned Optiva as an authority in BSS/OSS by realising telcos should be running their software in the public cloud. Optiva executed against this vision announcing three cloud projects in 2020 with the likes of Vodafone Idea and Truphone.



Naaz Bax
Seaborn
Head of marketing

As head of marketing for Seaborn, Bax is a crucial source of leadership known for enduring passion and dedication. A part of the subsea industry for over 20 years, Bax is a member of the SubOptic DIB Working Group, where she works collaboratively to drive initiatives that bring younger and more diverse individuals to the subsea community. Bax champions the Women in Subsea and Youth Entering Subsea initiatives from within the Seaborn organisation and beyond, and she continually advocates for graduate, internship and mentorship programs both internally and externally with other companies.



Debbie Brask
SubCom
Vice president of project management

Since joining SubCom in 1997 and leading the organisation's project management group since 2000, Brask has overseen the construction of more than US\$18 billion in undersea fibre optic projects. From the first entrepreneurial systems built in the late 90s to the boundary-pushing high-capacity projects in development today, Brask has provided the necessary leadership, expertise and creativity needed to make the most complex undersea cable deployments into working realities. She remains a vital contributor to SubCom's strategic vision at both the corporate and technology levels.



Leena Koskelainen
Tecnotree
Vice president of product engineering

Koskelainen is the vice president of product engineering at Tecnotree with over 25 years of experience in the telecoms domain. Cited as a goal-oriented person, she champions the philosophy of "where there is a will, there is a way". In her current role she leads the global product engineering teams for Tecnotree, employing agile processes and SAFe capabilities with the engineering teams to drive high quality product releases across geographically dispersed teams. Her focus has been to drive innovation, quality, predictability and speed within Tecnotree's digital suite of products.