

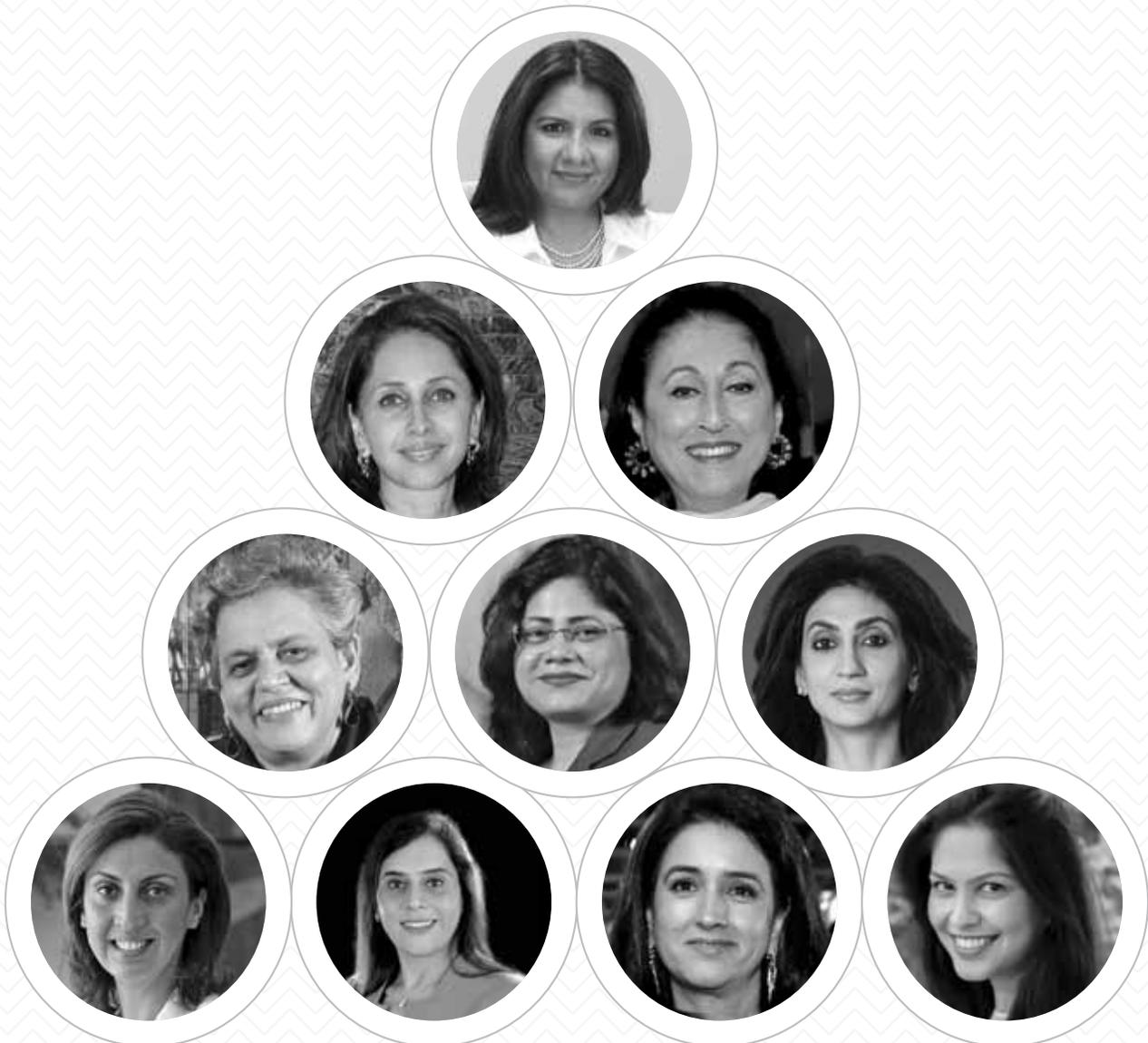
SURFACES REPORTER'S

# WOMEN IN LEADERSHIP ROLES

**"All our dreams can come true, if we have the courage to pursue them." - Walt Disney**

Going beyond the architecture and design industry, we have this time interacted with some women entrepreneurs who are carving a niche in related domains of building materials, infrastructure, hospitality, real-estate etc. These women are finding new ways to apply the intricacies of architecture and design, making a huge contribution towards creating a better, beautiful world. In this edition of **#SurfacesReporter** we are excited to share the success stories of few such women entrepreneurs as well as some professionals who add to huge strength of the company as supporting pillars.

If you have someone in mind, please share the story at [info@surfaces.in](mailto:info@surfaces.in)





# SOLIDIFYING SURFACES WITH BEAUTIFUL DESIGNS

**Parul Mittal, Director, Greenlam Industries Limited (Laminate)**

**P**arul Mittal is a commerce graduate and possesses expert knowledge in the area of brand management. She is currently working as Whole-Time Director at Greenlam Industries Limited. Prior to this, she was working with Greenply Industries Limited. She has been responsible for brand building at national and international level, to develop and execute marketing strategy, to build and maintain relationship with research organizations, advertising agencies and product promotional houses.

Over the years, one of the many valuable lessons she has learned is that leadership ought to be more participative and inclusive. As a leader, she likes to involve people in decision making and guide them to take decisions and move things forward which helps in creating smart solutions and team building.

For Ms Mittal, customer satisfaction is the key. Having said that, she believes consumers today are more aware of their wants and as a designer, you need to be on your toes to take care of those wants and deliver them to the best of your capability. She believes that a designer today needs to be versed in a few mandatory skills which include the ever-prevalent confidence, dedication and an insatiable hunger to learn. She truly believes that there is nothing better than seeing budding architects and designers be passionate about their art. With a resilient will to go above and beyond, Ms Mittal goes by the classic anecdote *“A ship is safe in the harbour, but that’s not what ships are for.”*



Mikasa Solitary Collection – Oak Smokehouse

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Always follow your dreams, no matter how big the problem is. The mantra is to believe in your dreams and follow them!  
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