



CASE STUDY: HER SUCCESS, HER WAY

In 2010, Scotiabank launched “Her Success, Her Way” – a year-long celebration of the accomplishments of women at the bank around the world, leading up to the 100th anniversary of international Women’s day in 2011. Each month, two women – one from Canada and one from our bank’s international locations – were recognized and given \$1,000 to donate to their favourite charity. Those who nominated them also received \$1,000 to donate. Almost 200 women were nominated, and winners were selected by a panel.

Recognizing that success can take a variety of forms and goes beyond job title and level, the Her Success, Her Way campaign was designed to celebrate Scotiabank women and their personal definitions of success. Two of the women honoured this year were Young Kyu Rim, the first woman to be named head of a bank in Korea, and Paula Shortall, branch Manager, in St. John’s, Newfoundland.

Young Kyu Rim started her career as a credit analyst. During the 1990s, her career developed to include corporate marketing and managing relationships with prime Korean corporate sector companies. She was very successful in a male-dominated field and proved her capacity for bigger roles. This led to the position of head of marketing at Seoul branch, and to her appointment as Country Head in 2006.

The bank has offered young various opportunities and support during her career, including a four-month, on-the-job training opportunity in Hong Kong. “The finance industry is one of the most conservative industries,” says Young. “The on-the-job training provided me with the skills and experience I needed to get to where I am today.”

In 2004, Paula Shortall became the first female manager at the commercial banking centre & Main branch in St. John’s, Newfoundland. Paula has held various positions in the bank, including being the first female manager in the Newfoundland vice-president’s office in the 1990s. While managing a branch of more than 30 staff members, Paula also dedicates her time to a number of causes in the community, including the Rotary Club, Big Brothers/Sisters, Rick Hansen Wheels in Motion, the local cancer Society and World vision. Most recently, she has been the chair of the Agnes Pratt Home Foundation, a seniors’ long-term care facility.

“Throughout my career, I’ve been blessed with great mentors and coaches. In the beginning, most mentors were men. Today, there are so many fabulous

women who are thrilled to take on these roles. The bank has been exceptional in fostering a coaching environment that's now embedded into our culture.”
– Enid Picó, Senior vice-president, International Operations and Shared Services