

# Camila Ferreira

*Premium Academy Business  
Manager, VanHack*

## Who is Camila

Camila Ferreira is a Brazilian native, but moved to Vancouver, Canada to pursue her career at VanHack. Locelle's mentorship program helped her navigate the contrasts between the Brazilian market and North American pool, with the support of her mentor:

*"The research and networking I did was guided by my mentor. I researched more about the market to understand differences in some specific roles from Brazil to North America. She helped me understand the nuances more and expand my network online."*



## Women in Tech

Maintaining a career in tech for women is already difficult, with over 50% of women in tech leaving the field mid-career due to lack of support, opportunity and work-life balance. And when dealing with an international career there's an additional layer.

## High Potential Employees

Camila increased the areas of expertise in her role, and was also identified as a HiPo (High Potential employee). She was promoted from Premium Community Manager to Premium Academy Business Manager, due to expanding her skills through mentorship, and began talking about the program to attract other HiPos to VanHack.

According to research, companies that have mentorship programs attract a greater number of HiPos.

## Camila's Experience

*"Having a role that has transitioned and concentrating on the new skills, my mentor helped me navigate this without fear. And at hiring events, talking about Locelle's program helps with talent attraction and also empowers the VanHack team that are already part of it."*