



# Women in Steel: Progress & Perspectives



## Eva Maneiro Díaz

Chief Executive Officer, Russula Corp.

### Where did your education and career start?

I have a degree in law and have developed my entire professional career at Russula, in various positions, from the ground up to my current role as chief executive officer. I inherited from my father, Manuel Maneiro, founder of Russula, a passion for the steel industry. When I was four years old, I set foot in a steel mill for the first time. I was mesmerized by the magic that was created inside. That same feeling still comes over me every time I enter a plant. My career has been tied to the steel industry from the very beginning.

### Why did you choose the steel industry?

Steel is one of the guiding threads in the lives of all the inhabitants of the planet; without it, civilization as we know it would not exist. There is no material more noble, more circular, or as essential to every aspect of our existence. Moreover, I believe in the transformative power of steel. It is inconceivable that

steel production remains one of the main sources of CO<sub>2</sub> emissions. On a planet with limited resources and a growing climate crisis, sustainability is no longer an option, it is a moral and economic obligation. We must address this responsibility immediately. The goal is ambitious: to build steel plants with zero emissions, with zero carbon footprint. I believe steel has the potential to lead the transformation of industry on a global scale. That is why I chose to work in this sector.

### Tell us about how you have advanced in your career.

My career, as I mentioned, has been linked to Russula, a global engineering company through which we have been able to witness and participate in the evolution of the steel industry, collaborating in the construction and modernization of plants worldwide. We are committed to an industry that is increasingly safe, efficient and sustainable, applying constant innovation to always offer the most advanced technology. This is the approach that has guided our solutions, from the automation of processes to the digitalization of plants, implementation of manufacturing execution systems, and the use of artificial intelligence. My professional career has always been focused on ensuring that Russula remains at the forefront of all these services.

### What has been the best thing about being a woman in this industry?

The best thing about being a woman in the steel industry has been witnessing and demonstrating that this sector has no gender. What matters is capability, knowledge and the willingness to drive the sector toward ever-higher levels of efficiency and sustainability. It is true that more and more women are occupying technical and leadership roles in an industry traditionally dominated by men. Diversity in teams brings new perspectives and ways to tackle challenges, and I believe that women have played a

key role in driving innovation and sustainability in the sector. Furthermore, I have felt great support from colleagues who value talent and ideas above all else.

**What are you most proud of in your career?**

From a talent perspective, I am proud to have brought together at Russula an extraordinary team of professionals who know the industry and are fully committed to excellence in their work. I am proud to say that Russula's first client, almost four decades ago, is still working with us today. From the standpoint of the services we provide to the steel industry, I am also very proud of our water treatment solutions. Our sector is a major consumer of water, and that is why we must use this resource responsibly, minimizing its use as much as possible, preventing losses and discharges, and maximizing its reuse.

**Why do you feel diversity and inclusivity are important in the workplace, and the steel industry as a whole?**

Having people from different backgrounds, genders, cultures, and perspectives enriches teams and fosters innovation. The steel industry is no exception. Diversity drives new ideas and approaches to problem-solving, which is crucial in an industry that is in constant technological evolution and requires creative solutions. In a globalized



industry like steel, diversity is not just important; it is a competitive advantage that helps tackle the challenges of the future. We experience this at Russula, where we have employees from a wide range of nationalities.

**Do you have any professional development book recommendations that you'd like to share?**

*The Art of War*, by Sun Tzu. ♦

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