

An initiative by the financial institution to help foster gender equality

Elena Moreno Senosiain from Navarre wins the CaixaBank 'Award A - Self-employed Professional Female' for the best female entrepreneur in Spain

- ***The founder of Saygom has won a €6,000 prize to be allocated to training activities.***
- ***Saygom is an automation, robotisation and industrial digitalisation company that provides bespoke solutions to enhance the efficiency, quality and occupational safety of production processes in the manufacturing industry.***
- ***Elena Moreno was singled out from among the 1,705 self-employed professionals who took part in the third edition of the Spain-wide initiative.***
- ***Florencia Liubitch, founder of Inglés a la Carta, was the winner of the Founderz special award, which comprises a training pack in entrepreneurship and training in AI at the Founderz digital business school.***

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The Navarrese entrepreneur Elena Moreno Senosiain, founder of Saygom, has been recognised for her professional career as the winner in the national category of the third edition of the CaixaBank 'Award A - Self-employed Professional Female'.

Saygom is an automation, robotisation and industrial digitalisation company that provides bespoke solutions to enhance the efficiency, quality and occupational safety of production processes in the manufacturing industry. The company also offers a comprehensive electromechanical and industrial maintenance service.

Elena Moreno has received a cash prize of €6,000 to be allocated to business and personal training activities and will benefit from a campaign to advertise her brand through the communication channels of the Spanish Association of Self-Employed Workers (ATA).

The jury of the 'Award A - Self-employed Professional Female', comprising CaixaBank executives and directors, and independent experts (Lorenzo Amor, Chairman of ATA; José Luis Yzuel,

Chairman of Hostelería de España; Ana López-Casero, Treasurer of the General Council of Official Associations of Pharmacists, among others), assessed Elena Moreno's business excellence, both regarding the success of her business activity and her professional career. Notable metrics include the level of development and success of the business, the innovation applied, the impact on job creation and the environmental and sustainability aspects.

Elena Moreno Senosiain was singled out from among the 1,705 self-employed professionals who took part in this third edition of the Spain-wide initiative.

Professional and personal background

Elena Moreno Senosiain is an industrial engineer from the University of Navarra - Tecnun, winner of the national career award and a highly impactful and recognised person in her profession. Elena is a member of the financial committee of the Official College of Engineers and of the Industrial Foundation of Navarra.

In 2015 she created a small robotisation company that provides bespoke solutions to enhance the efficiency, quality, and occupational safety of production processes in the manufacturing industry. Based on an assembly or manufacturing process, Saygom designs the new machine in 3D, plans the electrical, pneumatic and hydraulic parts and performs its manufacture in the company's own workshop before programming and fine-tuning it. Lastly, it is moved to the customer's site. Saygom also conducts electromechanical and industrial maintenance and refurbishment of existing machines.

Founderz training course

Florencia Liubitch, founder of Inglés a la Carta, was the winner of the Founderz special award, which comprises a training pack in entrepreneurship and training in AI at the Founderz digital business school.

This Burgos-based entrepreneur set out eleven years ago with her business idea, giving English classes to 25 students. Eleven years later, she employs a team of twelve professionals who give classes to upwards of 350 students a year. Throughout this time, Florencia has been adapting to changing market demands and has opened a new line of business, Inglés a la Carta Online, an e-learning platform with English courses for various professional sectors.

Acknowledging this group's contribution to society

These awards, which are arranged in two phases (one regional and one national), acknowledge the careers of self-employed women in Spain and support their work and contribution to society, which is a cornerstone of the economy.

The awards seek to honour the business excellence of self-employed professionals, both in terms of the success of their current business activity and their overall career path.

CaixaBank is aware of the importance of self-employed women to the overall strength of the economy and, for the third year running, is launching this award as a show of support and acknowledgement for this key group.

As can be seen in the '2022 Report on Self-Employed Women', drawn up by the Spanish Association of Self-Employed Workers, there are 1.2 million self-employed women in Spain, representing 36.5% of the total number of self-employed workers. Self-employed women outnumber men in the fields of commerce (24.2% women, 18.4% men), hotels and restaurants (9.5% women, 7.6% men), professional, scientific and technical activities (11.6% women, 8.1% men), health activities (7.1% women, 2.4% men), administrative activities (2.4% women, 1.7% men), education (5.2% women, 2.1% men), financial and insurance activities (2.4% women, 1.7% men) and property activities (1.7% women, 1% men).

CaixaBank, committed to diversity and equal opportunities

CaixaBank's outstanding initiatives in support of diversity and equal opportunities notably include the Wengage diversity programme, a CaixaBank-wide project developed by people from all areas of the bank based on meritocracy and promoting equal opportunities, striving to encourage and implement diversity in all its dimensions.

CaixaBank also supports various awards and acknowledgements for female business leadership (CaixaBank Women in Business Awards), academic excellence (WONNOWN Awards), sports-related initiatives (sponsorship of the women's national basketball team) and the rural environment (AgroBank Chair: Women, business and rural environment, or a study of the gender gap in the agricultural sector by Closingap).

CaixaBank is also the leading financial institution for the self-employed, in which it has a market share of 44%, reaching close to 1.5 million customers.