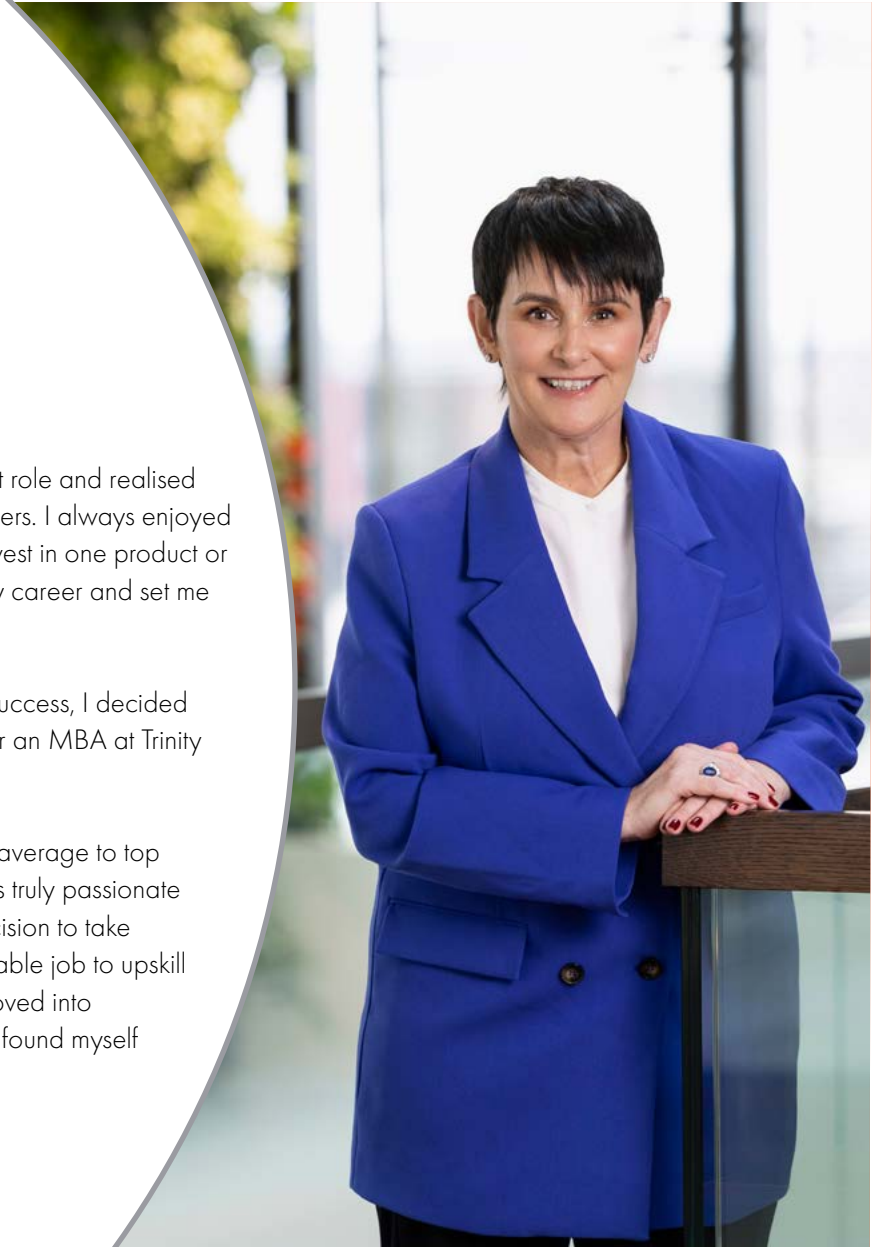


## Career Profile: Carolan Lennon Salesforce

I have been lucky enough to enjoy an exciting and enriching career. For over two decades, I held senior roles in telecoms, ultimately becoming the first female CEO of Eir, something I'm really proud of. In 2022 I moved into the tech industry, becoming the country leader for Salesforce in Ireland.

### Plotting Career Path

- I am often asked if I had a clear plan for my career journey. I have always been led by values so it is no mistake that I now lead Salesforce Ireland. Salesforce has been led by the same founding values that really resonate with me - trust, innovation, customer success, equality and sustainability.
- Although led by values, the truth is that my path has been less about strict planning and more about adaptability, following my passions and embracing the unknown.
- As a result, my career path has not been a straight line.
- I studied computer science, which was probably not the exact right fit for me.
- The lightbulb moment came when I was working in a business analyst role and realised that I enjoyed working with customers. I always enjoyed learning why a customer would invest in one product or even decide not to. That ignited my career and set me on the path to where I am today.
- Realising this passion in customer success, I decided to return to education and study for an MBA at Trinity College Dublin.
- My career progression went from average to top percentile when I found what I was truly passionate about. If I had never made the decision to take leave from my permanent pensionable job to upskill and retrain, I would never have moved into telecoms and ultimately never had found myself in Salesforce today.



### Plotting Career Path

- Salesforce is committed to serving all our stakeholders — our shareholders, customers, employees, communities and the planet.
- Today, I'm proud to see progress towards fostering diversity and inclusion in the workplace.
- Businesses today can be a platform for change and I believe our workforce should reflect the communities in which we serve.
- My number one piece of advice for businesses is to be proactive in promoting diversity. There are a number of steps businesses of all sizes can take such as developing employee diversity networks, adopting inclusive business practices, developing mentorship programmes – and always leading from the top.

### Owning your Career

- It is important to own your career – be deliberate about what you want to achieve and take steps that get you closer.
- Do not expect other people to know what you want. There are people who can influence your career, so don't be shy and make your career ambitions clear to them.
- Mentorship both formal and informal can be an invaluable tool in developing a career.
- Ultimately, it's your career. It's essential to always stay true to yourself, your values and your goals.

## TOP 5 TACTICS

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Be adaptable, follow your passions and embrace the unknown

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Own your career – be deliberate about what you want to achieve

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Decisions to upskill and retrain have been key in my career path

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Do not expect other people to know what you want – make your career ambitions clear

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Stay true to yourself, your values and your goals

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“Ultimately, it's your career. It's essential to always stay true to yourself, your values and your goals.”