

# FINALIST PROFILE



## LAURA WOOD

GROUP LEAD FOR PR AND  
COMMUNICATIONS AT  
NORTH STAR



### I LOVE WORKING IN HOUSING BECAUSE ...

I love working in housing because it's so much more than a job, and it's so much bigger than the organisation you work for. It gives you the chance to really make a difference and improve people's life chances, not just in your own organisation, but in the wider sector and beyond. It also gives you the chance to really embed yourself into your communities and support the people living in them.

### MY PROUDEST ACHIEVEMENT IN HOUSING IS ...

I have had the privilege of being involved in setting up a Women In Social Housing (WISH) network in the North East.

We recognised the fantastic work WISH were doing across the UK, encouraging more women to choose careers in the housing sector, addressing career progression, challenging stereotypes and encouraging successful behaviour.

I'm exceptionally proud to be able to help bring a network to the North East that will work towards combatting inequality and breaking down barriers. With a real lack of diversity at the top of the North East housing sector, it was more important now than ever to provide a network that creates an environment which encourages, inspires and develops women in housing both personally and professionally.

I'm lucky enough to work in an organisation with a strong female executive team and I am inspired every day by their incredible achievements, I want more young women to have the chance to be inspired by some of the exceptional women in leadership across our region and I am proud that WISH will be able to help provide opportunities for this.