

Way to Go!

Congratulations to our very own Sruta Vootukuru, VP of Sling TV, for being named as one of [Cablefax's Most Powerful Women!](#) Thank you for being such a great leader and an inspiration! You can find Sruta's Leader Series talk [here](#).



Highlights

 [Sign up for our new book club here!](#)

Looking to connect with your colleagues and learn a little bit at the same time? Join us for a casual conversation about the books that are shaping leadership, management and today's culture. Each quarter we'll select a book, set a date and meet to discuss our takeaways, thoughts and potential applications. We'll start with *Lean In* by Nell Scovell and Sheryl Sandberg. If you've already read it, or if you've wanted to read it but haven't had the time, now is your chance! We hope to see you on February 12 and look forward to your suggestions on future selections.

Women Who Rock the Industry — Leader Series

• [Lisa Scalpone](#), Vice President of Broadband, ViaSat

Lisa talked about her transition from law to business and highlighted several key points about recruiting and training.

- On interviewing, recruiting and hiring employees:
 - Look for someone who is flexible, selfless, and willing to learn about different departments.
 - Failure is interesting and provides a great story. Someone should be able to turn negatives into positives.
 - Look for someone who will put forth the effort to learn something new.
 - Lisa referenced this [article](#) about recruiting women to the technology industry.
- Developing talent:
 - As a boss, when you provide training it needs to be individualized.
 - Prioritize change vs. interest. This provides learning opportunities and growth.
 - Women need to take calculated risks – do your homework and speak up.
 - Push outside of your comfort zone.
 - You "meeting behavior" matters. Use meetings as your chance to participate and add value.
 - Managers should give feedback on both strengths and weaknesses, should open up opportunities for their employees and should coach thoroughly.

#LadyBoss

Promotions and Recognitions

Each month we aim to recognize a woman who embodies the spirit of the DISH Women's Network. Please email womensnetwork@dish.com to nominate women who have been promoted or excelled at a project and tell us why you think they should be recognized on our [blog](#).

What's Going On — Upcoming Events

- [DISH Women's Network Holiday Mixer](#) – December 3, 5:00 pm, Clock Tower Grill in Lone Tree. Please be sure to register [here](#).



Interview of the Month

Cortney Fernandez de Castro – Director of Sales



1. What do you do as Director of Sales?

My job is to build the DishOne sales channel. I work with all the different functional groups at both DishOne and DISH, including sales, marketing, finance, IT, operations, HR, Events and IHS. I am the main link between the two companies and work on various projects. Ultimately, I am responsible to profitably grow sales at DishOne. I also personally oversee and manage the DishOne University Intern Program. This is a new program we have just started to develop over the past year. I have two employees currently that assist with this program.

2. What do you look for in an employee?

Someone who is not afraid to work hard, put in the time and commit to getting results. But more importantly, someone who is willing to think outside the box and try new things. I look for someone who is up for a challenge and who wants to win.

3. What's the best piece of advice you can give someone starting off in his/her career?

Ask questions and learn the business. Listen before you offer an opinion. Appreciate everyone on the team and learn from every experience.

4. What book has been an impactful read and why?

Leadership, Theory and Practice by Peter G. Northouse. While certain traits can often be associated with leaders, there are many skills you can learn to become a better, more effective leader. I strive to be a "Transformational Leader". "Transformational leaders are recognized as change agents who are good role models, who can create and articulate a clear vision for an organization, who empower followers to meet higher standards, who act in ways that make others want to trust them, and who give meaning to organizational life."

5. What's on your bucket list?

I would like to visit every state in the United States. I have 6 left.

6. Who at DISH has inspired you and why?

My current boss, Amir Ahmed, has taught me the importance of not just being better than everyone else, but being the best. Every day is about being the best at everything I do and holding those that work with me and at DishOne accountable to the same expectation. I work with this goal in mind with everything I do.

7. What woman inspires you and why?

I would first have to say my mom. She constantly encourages me to never stop learning and to always believe in myself. She always finds a way to make me believe I can do anything I set my mind to.

8. What is your favorite type of holiday party and why?

A cookie party! Everyone must bring a batch of homemade cookies. The cookies are then displayed for everyone to try, but you do not know who made which cookie. It is a great ice breaker.

Just So You Know...

More women are taking the reins on their finances, holding 60 percent of all personal wealth and 51 percent of all stocks in the U.S. Read the full report [here](#).

