

# AN INTERVIEW WITH HELENA ZHANG

## HEAD OF CHINA TOPHATTER

With more than 15 years of experience in eCommerce, Helena is in charge of the operations of Tophatter in Asia and is spearheading the company's eCommerce branding in Asia.

She has been an instrumental part of the company's growth, helping Tophatter double its business year after year.



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## HOW DO YOU ACHIEVE WORK-LIFE BALANCE?

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Thanks to the people-first value and flexible working time policy of my company Tophatter, I enjoyed unlimited PTO and flexible working hours, which helps me a lot in achieving the work-life balance. Other than that, I also have some tips on how to get the balance:

1. Be realistic and accept that there is no 'perfect' work-life balance.
2. Prioritize your tasks, focus on the long-term and important things, manage your time
3. Let your family members to help. share the household responsibilities with your husband and your kids
4. Entrust your team at work.
5. Leave some time for introspection and meditation for yourself
6. Take vacations when you need to!

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## WHAT MOTIVATES YOU?

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I am motivated to make people's lives easier and build up friendly relationships with love and technology. That's why I chose the Internet and eCommerce industry and dedicated to the industry for many years. I love to see our customers and team members enjoy the conveniences of technology development and establish the closer and wider social connections in this Internet world.

**You are powerful,  
strong and beautiful!**

**You are the  
indispensable half of  
the world!**

**Who is your personal female hero?**

**Mother Teresa!**

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## CHALLENGES FACING WOMEN & GENDER EQUALITY IN ASIA

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China's economic growth has improved overall prosperity, but Chinese women have benefited less from these gains. A 2018 poll reported that Chinese women on average earn 22 percent less than their male coworkers.

Culturally and traditionally, China looks up to men and down on women. Although with modern culture development, the perception is changing, it is still difficult for women in China to play leadership roles in the companies and get the equal pay with men in the same role.

Besides, the society put much pressure of family and children raising responsibilities to women, which also blocked women in pursuing their own careers.

# HOW ARE YOU USING YOUR POSITION TO IMPROVE THE LIVES OF THOSE AROUND YOU?

Beside our 80% women team,

I am working to offer equal working environment to support and empower my female team members in pursuing their own dreams and build their career plans and paths.

Tophatter is an online marketplace connects buyers and sellers around the globe in real-time, lightning-fast auctions for jewelry, electronics, beauty, and household items. Because of this, we are at a unique position to help global SMEs, a lot of them run by women, to easily expand the global market and establish their own business at home.

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## ADVANCING GREATER EQUALITY IN ASIA

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A better society support system for children nursing and education, giving parents more space and time for work.

Less discrimination and unequal treatment to pregnant women/women with children

More opportunities for women to take the important roles in the companies or public/political affairs.

