



transaid



Maria Torrent-March

Meet Maria Torrent-March

“Visibility changes expectations”: women leading in logistics

Maria Torrent-March is the Vice President of Warehousing & Logistics - Europe at Iron Mountain, a global leader in innovative warehousing, storage and fulfilment, data centre infrastructure, asset lifecycle management and information management services. Iron Mountain has been a Transaid Corporate Partner since 2023, directly supporting our road safety and access to healthcare programmes.

We asked Maria to reflect on her role as a leader in warehousing and logistics, and what International Women’s Day means to her.

What does International Women’s Day mean to you personally?

International Women’s Day is both reflective and forward-looking for me. When I entered logistics almost 20 years ago, the environment was very different and far more male-dominated than it is today. In fact, I came into the industry almost by accident. During my time at university, the supply chain was still an emerging academic discipline. I discovered logistics through a graduate programme, after studying management and business administration.

Over the years, I’ve seen how much the industry has evolved. That progress doesn’t happen by chance. It happens because women empower and lift each other, and because women and male allies actively encourage, support, mentor and sponsor women into leadership roles.

International Women’s Day is a moment of gratitude. I have been fortunate to benefit from leaders and mentors who invested their time, trust and belief in me, who challenged and supported me, and who shaped the leader I am today. Their willingness to invest in women created opportunities that allowed me to grow and gain confidence, experience and perspective.

For me, that creates a responsibility to do the same: to give back by mentoring, sponsoring and opening doors for others. When we give our support, our advocacy and our belief in people, we don’t diminish our own success; we strengthen the entire industry.

International Women’s Day is therefore not only about celebrating progress, but about continuing to take action so that the next generation can gain even more than we did.

Why is it important for women to be visible in traditionally male-dominated sectors like logistics and transport?

Visibility changes expectations.

When I joined the industry, there were very few women in senior leadership roles. That lack of representation quietly shapes what people believe is possible. Today, seeing women leading strategy, operations, sales, planning, automation, technology and transport sends a powerful message: there is no single profile of what a logistics leader looks like.

At the same time, our sector is transforming rapidly. AI, robotics, digital platforms, automation and resilience planning are redefining warehousing and transport. If women are not visible in these conversations and decision-making spaces, we risk limiting both innovation and access to talent.

If young women do not see role models in these positions, we risk losing half of the available talent in an industry already facing increasing complexity, labour shortages and critical skills gaps.

Representation, therefore, is not about optics; it is about strengthening the talent pipeline. When women can see a clear path into operational, technological and leadership roles, the entire sector becomes stronger, more resilient and better equipped for the future.

From your perspective, how does investing in women's skills and opportunities create value beyond the individual?

Investing in women strengthens the whole supply chain ecosystem.

At Iron Mountain, when we entered the 3PL space, we had the opportunity to build from a blank page. We invested in robotics, digital inventory visibility, AI-driven training tools and automation, not to replace people, but to allow them to focus on higher-value work.

This is particularly important in a labour-constrained market. Routine and monotonous tasks are not what today's workforce (men or women) aspires to. When we invest in upskilling, technology literacy and decision-making capabilities, we elevate roles across the warehouse.

For women specifically, access to these technical and strategic skill sets opens doors that historically may have been harder to access. And when women are empowered to operate at those levels, businesses gain stronger problem-solving, more collaborative leadership styles and greater resilience.

The value extends beyond the business. Stable, skilled employment strengthens families and communities. When we widen access to opportunity, we build more sustainable supply chains and more sustainable societies.



Maria meeting Transaid Patron HRH The Princess Royal

What stood out to you about Transaid's approach to supporting women through transport and logistics?

What stands out most about Transaid's approach is its practical, systems-driven, and sustainable impact rather than short-term interventions.

Instead of treating women's challenges in isolation, Transaid works at multiple levels of the transport and logistics system. It supports women's employment and professional driver training, helping them enter and thrive in a traditionally male-dominated sector. At the same time, it improves safety for women passengers by working with local transport providers to address harassment and gender-based violence.

Equally impactful is its work improving access to healthcare, particularly through emergency transport systems that help pregnant women reach medical facilities safely and on time. This integrated model combines economic empowerment, safety, healthcare access, and advocacy, demonstrating a long-term commitment to gender equality within transport systems and the communities they serve.

Overall, what is inspirational is how Transaid turns transport and logistics into a powerful tool for women's empowerment and systemic change.

