

CLAUDIA REISCHEL



DIRECTOR CONSULTING AND ENGINEERING AT CARRIER CALL AG



Claudia has several years of experience in the telecom business, working as carrier relations manager for international Carriers (COLT and eTel), as well as in the position of international roaming manager for the mobile operator ONE in Austria. She started working in the telecommunications industry in 2000 after graduating from HTL Vienna XXII for electronic data processing & organisation, with special focus on commercial data processing. Claudia's ability to listen and understand complex requirements combined with her in-depth knowledge and understanding of the complete carrier relations process (purchasing, negotiations, LCR, calculations, sales) helps our customers in the successful implementation of even the most complex processes and projects. Claudia is fluent in English and German.

How did your journey in the Tech Industry begin?

It was obvious to me: Even in lower school, I was set on doing „something with computers”. My interest sparked during my first lessons, where we programmed a little turtle to move across the screen. I was captivated by games like Day of the Tentacle and Sim City around the same time. I can tell you for certain that these were a huge step up from playing on my brother's old Atari or on my Gameboy.

Which training program did you choose and why?

I made the decision - and had to convince my parents to allow me - to attend the Higher Technical Institute (HTL) in Vienna instead of taking the easy route choosing the business school just around the corner. That choice set the foundation for my life and career.

This decision was pivotal. The HTL offered me five years of intensive training in a dual focus program. I studied programming and control engineering, database technologies, as well as business subjects such as accounting and management.

What was it like to be one of the few girls in a school with 2,000 teenage boys?

Challenging, but invigorating. This time has toughened me up for life. Hence my appeal: girls should feel free to venture into „male-connoted” fields and push beyond their comfort zones. The challenges are real, but the rewards make it absolutely worth it.

How did you experience the transition from school to the world of work?

After graduating with honors, I was contacted by headhunters even before I graduated. That gave me self-confidence - enough to forgo my studies and get started straight away.

What was your first job and how were you perceived there?

By chance, I started in the voice wholesale business at 19. Sure, I had what people often called the “cute girl advantage”. But in reality, it made it harder to be taken seriously. I had to prove I wasn't just a face—I had expertise. So I worked twice as hard, earned every bit of credibility, and made sure that even if it looked effortless, it never came easy.

Were there any mentors who gave you opportunities?

Yes, I was lucky enough to have male superiors who trusted me to make independent decisions about margins, sales and global deals.

But looking back, it's striking—and not entirely okay—that all of my formal leaders were men. There simply weren't any women in senior positions to look up to. What made a huge difference, though, was having strong female allies in every company I worked for. They weren't my bosses, but they supported me as friends, mentors, and role models in their own way. That informal network of women is still intact and important after all these years.

What led you to the Swiss company Carrier Call Ltd?

I was invited by two Swiss colleagues whom I knew from a previous software project. As the third employee, we were at the very beginning as a startup company without really knowing where the journey would take us. But I was lucky to jump at the chance.

How do you manage to combine consulting and engineering teams?

Seventeen years on, our company still operates like a family business: Flat hierarchies, fast decisions and direct communication. My job is the bridge - or translator - between consulting and R&D/development.

Honestly, my heart still lies with the users and customers, but

of course, we always have to consider financial and economic realities.

What does that mean in concrete terms in your everyday life?

I speak both „languages” - business and technology. This is how I transform vague requirements into clear specifications that lead to meaningful software releases. While effective leadership has become more important as we've grown, we rely heavily on motivated, skilled employees. My role is really about making sure everyone's rowing together toward the same goals.

How do you ensure a common understanding between Sales and Development?

Through regular meetings, open feedback loops and an awareness of the other perspective. Sales and consulting often think in terms of market pressure and deadlines, while developers think in terms of quality and sustainability. I help to bring the two disciplines together.

What hurdles did you face as a woman in a leadership role?

In my management team,

gender has never defined my role—but I do believe that being a woman brings a distinct perspective and tone to leadership. I have learnt that perception can open doors or build walls. I have decided to go through the wall and display my competencies through proven results.

After all these years, I still find it challenging at times to stay calm and professional—especially in tough internal negotiations. Following my intuition and standing up for my vision isn't always easy, but I've learned to navigate that tension with growing confidence and self-awareness.

What was a particularly challenging decision recently?

Our move to bring Carrier Call's XCarrier platform into the cloud. XCarrier is a telecom management solution developed by Carrier Call, designed to streamline and automate voice trading, routing, and billing for carriers and telecom service providers. It was a big decision that resulted from intensive discussions with a clear goal: To make our solution accessible to smaller customers too. Today, I am proud to have helped shape this path.

Why is diversity so important in tech teams?

Innovation thrives on diversity. That's why we need more women, not just because of gender equality but because diverse teams demonstrably create better results. How do we achieve this? It starts with education. Girls need to experience at an early age that technology could also be their field of interest. They need role models, encouragement and spaces in which they can develop.

And what do companies need to do?

Not just hiring but changing structures, culture and values. Diversity also means allowing new management styles. It's not about asking women to adapt to outdated molds; it's about reshaping those molds to be more inclusive and reflective of today's world.

Ultimately, when we bring more women—and more diversity—into engineering and consulting, everyone wins. The teams are stronger, the solutions are better, and the workplace becomes a space where more people can truly thrive.



Has motherhood changed your understanding of leadership?

Absolutely. As a mother of a daughter, I have gained a new perspective and a deeper need to shape a future where her opportunities are not limited by outdated expectations. Motherhood deepens the understanding of leadership by fostering greater empathy, patience, and a long-term perspective on responsibility and impact. And: it's all about the balance - between being present at home and showing up fully at work, between leading others and raising someone who's watching your every move. It's messy, it's hard—and it's the most meaningful kind of leadership I've ever known.