



Jenny Paradiso

Find your tribe

Jenny Paradiso heads the solar and battery storage company, Suntrix - a business she grew from her kitchen table to a multi-million-dollar company focused on renewable energy.

Jenny's parents immigrated from Italy in the 1950s and worked as market gardeners and greengrocers. Jenny grew up in Highbury with her parents' St Agnes greengrocer business as her second home. Jenny attributes her value of family, community and hard work in fostering her interest in the business world.

Jenny attended St David's Primary and Kildare College and in her university years at UniSA Jenny 'found her tribe', a group of like-minded friends.

Jenny worked in the family business, cafes and other casual positions until she finished university and found a casual position at the Tea Tree Gully Library where she worked for several years until finding a permanent position at the West Torrens Library. From there, Jenny worked in the Adelaide office of an international library software company, supporting national, university and specialist libraries throughout Australia and New Zealand.

Jenny bought her first home and started her family in Tranmere. As self-confessed 'yuppy hippies', Jenny and her husband wanted solar panels for their home and after investigating options decided to import the products themselves. Within a short time, Jenny was working part time for the software company, raising her daughter and running the solar business from home. This was a brave move as they had to use their mortgage and family assistance to buy their first container of stock.

The rapid growth in business was supported by the introduction of government incentives, Jenny's work ethic and customer word of mouth. Jenny moved the business to Graves Street Newton and soon was looking for larger premises down the street. Jenny runs the company as a 'family unit' and the company values are celebrated, with staff acknowledged for living the values.

Jenny contributes broadly to the community and is a member of the Premier's Climate Change Council, the National Board for the Clean Energy Council, the South Australian Entrepreneurship Advisory Board and the Victorian Women's Water Leadership Committee.

"Find your tribe and get support early; support from people at your level and at higher levels, seek out mentors and coaches."

Celebrating International Women's Day with the 'Women of Campbelltown' project – inspiring stories of local women, their achievements and contributions to the Community.

To see the full stories visit: www.campbelltown.sa.gov.au/iwd

Thank you to the women who participated and volunteer interviewers Di Booker and Katrina Spencer.