







oday is a good day. It is a glorious, blue-skied morning with the first crisp breath of autumn exhaling through Luxembourg and the LUX WMN team are on site for an exciting photoshoot. Juxtaposed against the industrial urban lines of Belval, we are test-driving a gleaming Maserati Levant, as freshly minted as the first drop of crémant. Getting behind the wheel and in front of the lens is an equally gleaming personality.

Genna Elvin is a glamorous contradiction. A tousled blonde mane and eyelashes as long as a giraffe – as are her legs – are quite the distraction to the fact that she is a hugely successful tech entrepreneur. It's a striking first impression, but it is the confident persona and the sharp mind that leave the real mark. Hailing from New Zealand, she may look like a surfer siren, but she's made of blue steel although of course, there is no reason why she can't be both. Having launched her first company at just 17 (she brokered a deal to bring solar power to islands in the Pacific) and with Tadaweb (aka "the first small data platform to scale human intelligence for discovering and analysing data on the Internet") scaling as quickly as a sports car on the Autobahn, Genna is an undisputed business leader.

Meeting her for the first time as we drive in and around Belval, posing for the shoot, trying to keep out the cold, and keep up the energy, we had the chance to talk business, being brave, and of course being behind the wheel.













THE MASERATI LEVANTE

First off, let's take a look at the car. Isn't she a beauty? Yes, she's an SUV so there's plenty of space for you, your partner, the kids, the dogs, your laptop and files, the shopping, and the crate of Bernard-Massard that you need to cope with all of this (once you've parked at home obviously...). She's a 'doing' vehicle, and she does it in style. The Levante boasts a silhouette that flows from its iconic grille (which pays homage to historic Maserati cars like the Tipo 60 Birdcage), along to its characteristic rear pillar, and accented by the frameless doors, an unmistakeable feature of the modern Maserati. The rear end is wider and more muscular – just how we like it – and looks like its waiting to pounce at any moment, perfect for when you find that spot in the traffic flow to finally put your foot down.

Which leads us on to what is exactly beneath the bonnet.

Maserati have installed an upgraded version of its powerful twin turbo V8 engine, enabling them to deliver one of the fastest SUVs ever built. It has been developed with Ferrari and assembled in its state-of-the-art factory in Maranello – essentially its engine is as beautiful as its exterior. Again, just how we like it.

Inside you can expect the luxury of a private jet and it's equally as spacious. Buttery-soft leather interiors, of-the-moment interface and technology, touchscreens, and plenty of cup-holders to store your coffee-filled reusable mug. With the Levante, you're benefitting from the beef of a sports car with the space of an SUV – and it's all packaged in luxury. You're having your cake an eating it. Pass us a fork!

THE VERDICT

"This would be the ultimate road trip car; just pack it up and hit the long highway in total comfort," comments Genna. "Recently, I drove across the desert in the States by myself which was a great experience just to catch my breath – and this would have been ideal."

Grand adventures aside, how would it stack up against the battle of the day-to-day? How would it cope with school runs, football practice, and snacks embedded into the stitching? Could it then turn on the charm to be boss-ready too? "The Maserati Levante would definitely suit my lifestyle," confirms Genna. "Aside from the amount of room of course, I like the feeling of space and safety; I feel protected.

"It's also fun. I love that feeling of power beneath you, like you could just put your foot down and go. And it's a bit of a ridiculous thing to say, but the car makes me feel great. I can just imagine driving to a big meeting in this and feeling my confidence grow that little bit. I would have that 'don't mess with me' attitude – which is always great before you walk into a negotiation."

Having just spent the morning with Genna, her confidence is infectious – we could all do with a little of that 'don't mess with me' belief. As we are nipping in and out of the side streets and exploring shoot locations, I ask where her confidence comes from.

"Confidence is like a muscle; you have to exercise it. You have to put yourself in situations that challenge you and are out of your comfort zone and slowly that confidence will grow. As women, we do seem to have to tread a fine line with confidence and what can come across as arrogance, but we should be allowed to fill the space.

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"I believe that travel and experience has had a huge impact on how comfortable I feel in my skin – and also the knowledge that I have worked incredibly hard to be where we are today."

Indeed Genna set-up Tadaweb with her husband while heavily pregnant. The business, which is one of Luxembourg's fastest growing tech companies, was created while she was discovering motherhood at the same time.

It is this relentless hard work paired with a real down-to-earth familiarity that makes her so interesting – and an ideal LUX WMN. Her balancing act – "At the end of day, you just need to find solutions. And have access to a crèche." – only *seems* easy. She is a powerhouse paired with Bardot hair. And most importantly, she's got guts. Just like the Maserati Levante.

For further information, check out intini.lu.

