



DLSU-D iCON

Inspiring Conversation with Alumni

From the Islands to the Windmills: A Lasallian Engineer's Bold Path to Success

Engr. Irish Joy Rodriguez

Lead Process Specialist, Vestas Wind Systems A/S - Denmark

Bachelor Science in Industrial Engineering, Class of 2010

In the heart of Puerto Princesa, Palawan, where the ocean meets the sky in an endless horizon, a young dreamer once gazed beyond the shores, imagining a future far greater than what lay before her. Today, that dreamer is Irish Joy Rodriguez, a force to be reckoned with in the global renewable energy sector. As Head of Process Excellence at Vestas Wind Systems A/S in Denmark, she stands at the forefront of sustainable energy solutions, leading procurement process experts across Manila, India, and Denmark. Her story is one of resilience, leadership, and the courage to embrace the unknown.

A Scholar's Journey to DLSU-D

Irish's path to De La Salle University-Dasmariñas was shaped by both fate and determination. As a high school senior, she secured the coveted Department of Science and Technology (DOST) scholarship, earning the distinction of being the sole recipient from Palawan. Yet, when the time came to choose, she opted instead for the DLSU-D entrance scholarship, drawn by the university's academic excellence and leadership opportunities. Faced with a crucial decision between Electronics and Communications Engineering (ECE) and Industrial Engineering (IE), she chose the latter, intrigued by its unique blend of technical expertise and management.



applications. Beyond academics, Irish flourished as a student leader, serving as President of the College of Engineering, Architecture, and Technology (CEAT) Student Council in 2009-2010. The rigorous academic training and leadership experience at DLSU-D would later serve as the bedrock of her career

Rising Through the Ranks

After earning her degree in March 2010, Irish took a brief break in her hometown before stepping into the corporate world. By August, she joined Sycip Gorres Velayo & Co. (SGV) as a Supply Chain Consulting Associate, where she optimized supply chain operations across industries such as healthcare, tourism, education, restaurants, and manufacturing. Her sharp analytical skills and problem-solving mindset propelled her through the ranks—rising from Senior Associate to Associate Director.



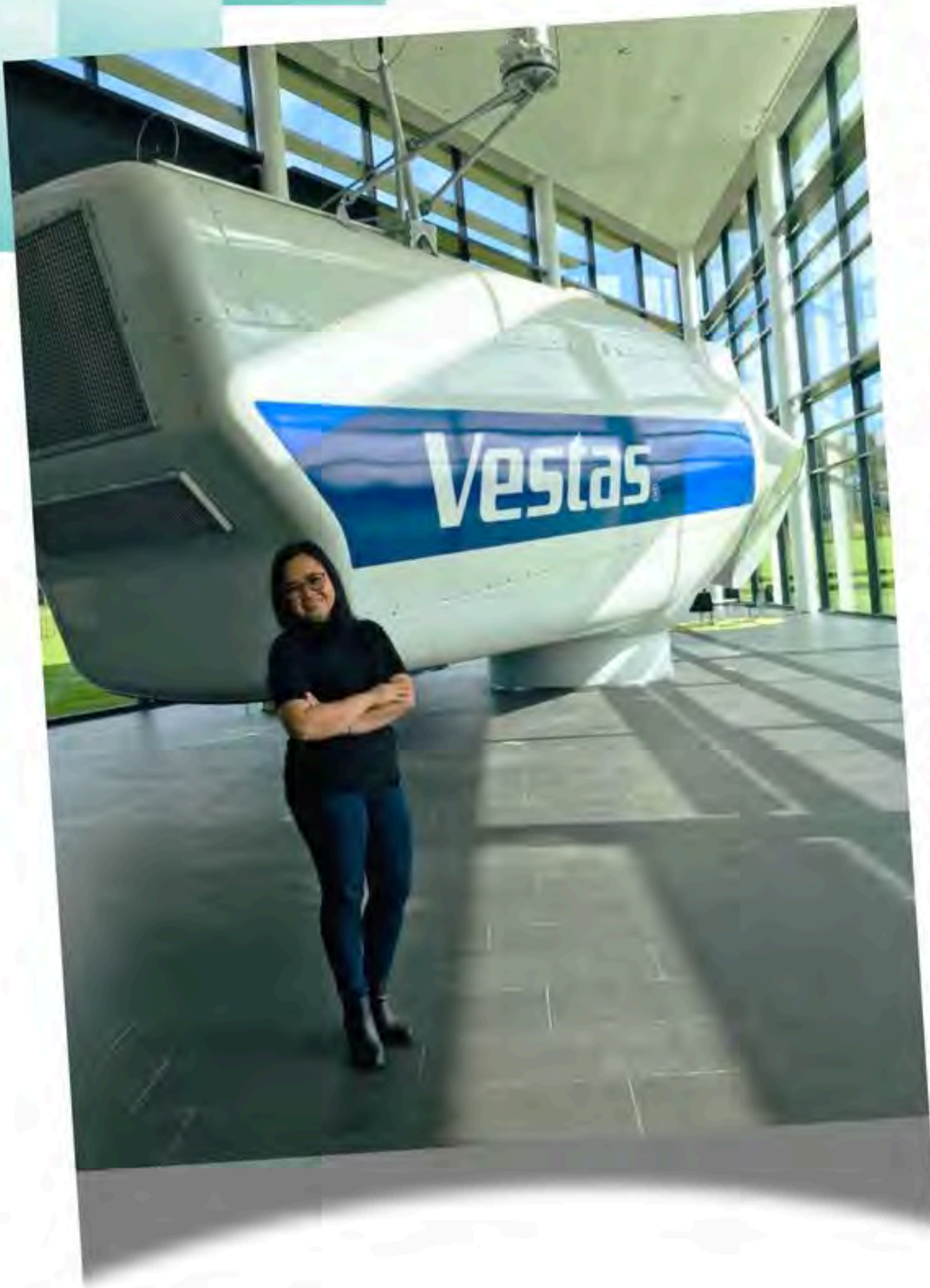
In 2017, craving new challenges, she took a leap into the global stage, joining Vestas Wind Systems, the world’s leading provider of sustainable energy solutions. Headquartered in Denmark, Vestas designs, manufactures, installs, and services wind turbines worldwide, driving the shift towards cleaner, more efficient energy sources. Initially leading a team in Manila, Irish specialized in process and training management. Then, in June 2020, in the midst of a global pandemic, she made one of the most pivotal decisions of her career—relocating to Denmark to oversee procurement process teams across multiple countries.



Thriving in a Global Landscape

Relocating thousands of miles from home, Irish encountered one of her greatest challenges: navigating cultural differences in a multinational corporate setting. But true to her Filipino roots, she met these challenges head-on.





“What sets Filipinos apart in the workplace is our resilience and openness to challenges. We are adaptable and always find ways to succeed, regardless of the circumstances,” she shares.

The move to Denmark—compounded by the isolation of the pandemic—brought its own struggles, particularly around mental health and cultural adjustments. However, Irish focused on growth, both personal and professional, turning the experience into an opportunity to foster a more inclusive and supportive work environment for her team.

“Opportunities come in unexpected ways. Embrace new experiences, step out of your comfort zone, and grow with every challenge you face.”

Words of Wisdom for Future Engineers

For young engineers and aspiring leaders, Irish emphasizes that technical skills alone are not enough.

“Mastering technical expertise is essential, but the ability to work with diverse people, adapt to change, and take initiative—that’s what truly sets a leader apart,” she advises.

Her message to fellow Lasallians? “Say yes to everything.”

“Opportunities come in unexpected ways. Embrace new experiences, step out of your comfort zone, and grow with every challenge you face.”



From a tropical island in the Philippines to the epicenter of global wind energy innovation, Irish Joy Rodriguez embodies the Lasallian spirit of excellence and service. Her journey proves that with vision, perseverance, and the courage to take chances, the world is yours to conquer.

