

ALYSHA HOBSON



Job: Strategic Engagement

Company: Naimuri

My role is a blend across Business Development and Marketing and Communications. I support strategic partnerships in the Data Intelligence Centre of Excellence - specifically across Tech, Academia and Government, as well as STEM outreach. I also author the monthly Collaborative Academic Network newsletter.

Organised

Resilient

Determined

The skills I use most in my job...Communications and writing

- Events planning and organisation
- Stakeholder engagement
- Partnerships and relationship management
- Strategic collaboration

The most interesting thing I've worked on in my career so far...A key part of Naimuri's Data Intelligence Centre of Excellence is our Tech, Academia and Government (TAG) events. I was the

Executive Assistant for the most recent event- facilitating members from our network to apply innovative, state-of-the-art research to real, current customer challenges.

What inspired me into digital and tech...My first job was in Aerospace and post-degree I continued in defence as an area with real impact, amazingly innovative technology, and breadth of opportunities. I now work with some of the cleverest minds in Data Intelligence- its fascinating, I enjoy learning everyday and the tech community is amazing!

My educational background is...I studied International Business Management at Henley Business School, with a year in industry as a product manager at Airbus. I then completed the 2 year graduate scheme covering roles in Business Development, Campaign Management and Group Strategy. I am currently studying my Level 6 Diploma in Professional Digital Marketing with the CIM alongside my job at Naimuri.

What advice I'd give to girls thinking about a career in digital and tech...Find what you enjoy and what brings a sense of achievement or purpose, then apply it within tech- there are so many opportunities and roles in the sector! Diversity of background and experience is valuable and it's an amazing community to be part of.