

## 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 in 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.