

## AMY ROBERTS



**Job:** Chief Marketing & Product Officer

**Company:** Health-Connect

Reporting directly to the CEO, I sit on the board for two organisations - Equilibrium Healthcare, a private healthcare provider and Health-Connect, a healthcare technology business. Leading four teams: marketing, communications, new product development and sales. I am responsible for strategising and managing product development, communications, marketing and business growth. Managing a team of developers on the design and implementation of 'Collaborate' a new healthcare management system.

Leader

Strategic

Inspirational

**The skills I use most in my job...**Product Development

- Marketing
- Strategy
- Design
- Project Management

**The most interesting thing I've worked on in my career so far...** I was the lead marketer and digital director for the NHS government test and trace lab-based recruitment and all of the mass-vaccination programmes. I have more recently been managing a team of developers and an external agency to develop a ground-breaking healthcare technology platform for independent providers in the UK. This platform empowers providers to digitise all clinical and operational processes. I've also created a VR Consultation Pod, with built-in diagnostic equipment.

**What inspired me into digital and tech...** I am inspired by how technology can improve healthcare across the world. I wanted to work in a position where I could make a real impact for good, by utilising the power of technological innovation. There aren't many women in technology, so I wanted to become a leader in the space - breaking down barriers and stereotypes.

**My educational background is...** I have a level 4 qualification in business management and marketing. I have upskilled myself throughout my career with code boot camps, self-learning and additional CPD courses with a university. I do not have a traditional university background, but I never let this stop me. I have progressed very quickly throughout my career by focusing on work-based learning practices.

**What advice I'd give to girls thinking about a career in digital and tech...** If you haven't considered it already, you definitely should! Working in technology enables you to work on ground-breaking projects, working at the forefront of technological innovation across the globe. No two days are the same, and your role will challenge you to learn new skills every day. Studies of AI and current technology have been found to be biased, as they have been predominantly developed by men. We need more women in technology to change this. What are you waiting for? Join us.