ANNIE MOSS-QUATE

Job: Senior Product Manager

Company: BBC MediaCity

I work on strategies for TV products at the BBC. I work as part of a team with web developers, designers, business analysts, software testers, digital project managers and specialist technicians to make the experience of watching TV more exciting. Some of my colleagues recently launched 'Live restart' on BBC channels which allows viewers to restart programmes they missed the beginning of.

Empathetic	A grafter	Enthusiastic

The skills I use most in my job... Presentation skills

• Negotiation skills

• Communicating effectively

The most interesting thing I've worked on in my career so far...I'm new to the BBC so the most exciting work I did happened before I joined. I co-founded a collective called She Does Digital working with a talented group of women in the Leeds digital scene. We promoted female role models in digital by creating a website with their stories, running events and working with young people at schools and universities to inspire them to get into digital.

What inspired me into digital and tech...I accidentally ended up in digital after getting into marketing after uni. I found the web fascinating and was hooked. It's such a great industry to work with (and will be amazing when we get more women involved).

My educational background is...I studied film and moving image at university which was a technical degree. Since then I have attended many free meet ups and conferences plus reading articles and watching TED talks to continue my learning. This has been the most valuable way to learn and create a network who have helped me find my place in the industry.

What advice I'd give to girls thinking about a career in digital and tech... You can make a positive impact on lots of people really quickly working in digital and tech. It's such an exciting industry that's changing everyday. If you like using social media, watching YouTube, love getting the latest smartphone, chances are you will love working in digital and tech, and you already have the skills to get a job. Don't give up!