

## CHERRELLE BIRD



**Job:** Co-Founder/ Director

**Company:** EdFinders Ltd

I am a co-founder of EdFinders Ltd and I help teachers provide unique learning experiences for their pupils. EdFinders is a marketplace that connects teachers and educational workshop companies, saving teachers time and providing inspiration to bring the curriculum to life.

Self motivated

Passionate

Ambitious

**The skills I use most in my job...**Innovation - Provide innovative ways teachers can source, communicate and book with workshop providers.

- Leadership - Lead my team to ensure the vision is aligned with our mission and values.
- Business Analytics - Using real user/client experiences to make key decisions for next phase of development in order to reach user needs.

**The most interesting thing I've worked on in my career so far...**Bringing an idea of mine to life and working with workshop providers, teachers and pupils across the UK to deliver lightbulb moments.

**What inspired me into digital and tech...**I experienced the problem EdFinders solves through running a private day nursery, once speaking to other education organisations and finding they experienced the same problem inspired me to persevere building a tech company to connect educators and workshop providers across the UK to give all fantastic learning opportunities.

**My educational background is...**I took over my families private day nursery as a single parent at the

age of 22, I then went onto to study Bsc Business management with law at The University of Salford where I developed my idea of EdFinders and pitched for SEIS investment.

**What advice I'd give to girls thinking about a career in digital and tech...**The tech industry is thriving and there are so many opportunities for girls like to make a real difference to the industry and your own personal development, with role models, mentors and support to help you along the way. Believe in yourself.