

DR ELLA CRANMER



Job: Lecturer in Information Technology Development

Company: Manchester Metropolitan University

I am passionate about encouraging and engaging learners to embrace the potential of technology. I lead a unit exploring Emerging Technologies in Organisations, which examines the potential, impacts and challenges of embracing technologies to add value in organisations. There is always something new to explore.

Passionate

Creative

Tenacious

The skills I use most in my job... Exploring emerging technologies

- Educating
- Trying new Tech
- Coding

The most interesting thing I've worked on in my career so far... Learning new and exciting things every day!

What inspired me into digital and tech... It is exciting...there is always something new, innovative and disruptive. Tech is the future and an exciting industry to work in.

My educational background is... After doing a non-technology related degree, I worked as a researcher exploring emerging technologies. This fueled my passion in technology, and completion of a PhD developing a business model to implement Augmented Reality (AR) in organisations.

What advice I'd give to girls thinking about a career in digital and tech... Challenge yourself, always remain open minded and be inquisitive. It is always exciting and fast-paced, so you can never get bored.