

ELIZA IATESEN



Job: Head of Marketing

Company: VCG Technology

I lead the marketing function at VCG, responsible for brand and portfolio positioning, digital marketing, go to market campaigns and communication with strategic partners.

Resourceful

Ambitious

Shaper

The skills I use most in my job...product marketing

- digital marketing
- product positioning
- campaign management
- strategic marketing

The most interesting thing I've worked on in my career so far...I worked with an engineering start up that was changing the way crash and stress analysis work for industries such as aviation, manufacturing, civil engineering or packaging. This involved participating in accelerator programs, pitching to investors & working on strategy and product positioning. Maybe the most interesting thing I

was involved in was outside of my day job. It involved fundraising and creating prefabricated houses for refugees and people living in Uganda.

What inspired me into digital and tech... Throughout my time in university, I developed an interest in organisational intelligence, management and leadership. I focused and studied strategy and organisations that had different routes to market, particularly high-tech and rapid growth companies. I've always been passionate about the partnership between businesses, educational institutions and government in supporting economic development and I found that there was really one constant across various development programmes: accelerated technology and business transformation. My role in helping organisations grow has always been influenced by the evolution of digital and tech, and it motivated me to look for ways to make an impact in the world with technology that is already available to us. This continues to inspire me to do more, think further and help others discover how they can leverage technology to create positive change in society.

My educational background is... My background is in Political Science and organisational development. I started my career working with the European Commission in regional development funds and helping SMEs understand and get EU funding. I have been conducting presentations on EU topics in schools and universities in Europe, went on an exchange programme to study media and international relations in Italy and moved to England in 2011 for a Masters programme in Management at Manchester Metropolitan University. I have since worked in Marketing and Programme management in technology, IT and telecommunications, with great exposure to the start-up sector in the North West.

What advice I'd give to girls thinking about a career in digital and tech... If there is one thing that will continue to change the way people work, think and interact for many years to come, that is the power of technology. We are today taking for granted that we have an internet connection, a mobile phone and limitless possibilities to find the answers we don't know, as men and women with equal rights. But this reality isn't one for many people around the world. We are fortunate to live in a country where the opportunities to get involved in making technology work for everyone are endless; where diversity and human rights are respected; a country where pretty much everything is possible. Technology can bring people together, can transform lives, communities, and politics, it can be one of the most exciting places to be for women who truly want to shape the future, and that starts with you. It starts with knowing more about how the internet works, what sits behind the Google engine, getting to be someone who steps into science and engineering to experience the mind-blowing advancements that truly do change what's possible, for your future, families and people that are less fortunate around the world. For this and perhaps many other reasons, you should consider a career in digital & tech.