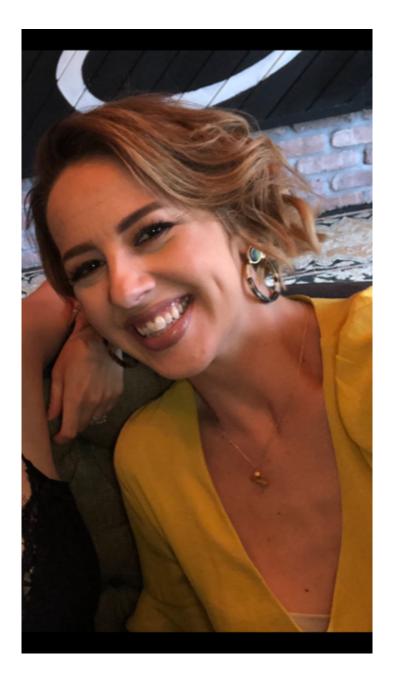# EMMA PEEL

Job: Product Owner

Company: Code Computerlove

I lead a Product Team with a dedicated client base. My role is pivotal to how we operate internally and hugely influential in educating our external client teams on the advantages of lean product thinking. We define clear quarterly objectives and agree key results for priority clients that we deliver against whilst practicing our team manifesto and adhering to our agreed ways of working

within the lean framework. These are regularly reviewed and adapted.

Gregarious	Benevolent	Democratic

The skills I use most in my job... Ability to adapt and change

• Budget management

• Planning skills

• Be realistic!

The most interesting thing I've worked on in my career so far... With 10yrs plus experience in the industry this is a super difficult question. But the one that always sticks with me is the Cancer Chancer campaign for Ashton, Leigh and Wigan PCT back in 2008. It was my first project and it won a DADI award for Best non for profit. I felt so proud and I wanted every piece I worked on that followed to make me feel the same.

What inspired me into digital and tech... All a bit of chance. Whilst at Uni I got a part-time with a family friend in the Marketing Dept of their online IT reseller business. From there I was keen to join agency life having had a taster during my placement year at Uni and bagged myself a job at McCann Erickson.

My educational background is...I have a BSc in International Fashion Marketing and have taken advantage of many work based training opportunities. I have also gained a variety of certifications via the Scrum Alliance.

What advice I'd give to girls thinking about a career in digital and tech... Go for it. Mither as many people as possible for work experience. There is a huge variety of roles and career paths out there. If you really want it your career will move forwards just as quickly as this industry evolves.