

## FIONA REID



**Job:** HR Business Partner & Talent Acquisition Lead - Europe

**Company:** Awaze Vacation Rentals

I support our Tech teams with all people-related matters, as well as leading our talent acquisition strategy for the UK and across Europe, so I'm responsible for ensuring we attract high quality, diverse talent to our teams.

Empathetic

Competitive

Passionate

**The skills I use most in my job...**Relationship building

- Communication
- Analysis
- Listening
- Problem solving

**The most interesting thing I've worked on in my career so far...**Launching our new Tech & Digital hub in the UK, where we acquired new premises and put plans in place for growing these teams so that we could develop on our digital transformation.

**What inspired me into digital and tech...** I love innovation and I thrive in seeing how changes to what we do digitally has a real impact. I also love the range of people it allows me to meet and it's a sector that challenges me to grow my knowledge every single day.

**My educational background is...** I studied English Literature at University, because I just love characters and trying to understand what makes people tick. It helped me to develop my communication skills and my creativity, which I use daily in drafting corporate communications.

**What advice I'd give to girls thinking about a career in digital and tech...** Just go for it! Digital and Tech encompasses a huge range of different areas, and whether you're a creative, an analyst, a problem solver or anything in between, there will be something for you. Digital and Tech is a sector which is always changing, so there is always more to learn, and you'll see your work make a real difference.