

HAYLEY ROBERTS



Job: CEO

Company: Distology

I'm CEO and founder of Distology, a cybersecurity software distributor. We specialise in representing and distributing cutting edge, disruptive cybersecurity technology. I have a fantastic team who represent leading and emerging technology vendors and support an extensive network of IT resellers, solution providers, and service providers across the EMEA region.

Influential

Passionate

Driven

The skills I use most in my job...Positive mental attitude

- Communication
- Strategic planning
- Stakeholder management
- Mentoring

The most interesting thing I've worked on in my career so far...The investment we secured last year from private equity house NorthEdge Capital. It was a huge learning curve but has propelled my understanding of investment generally and built my understanding of where true value is in business. I am also really proud of being a co-founder of The Channel Community.

What inspired me into digital and tech...I fell into tech. The opportunity rather than the industry attracted me if I'm honest. However, this needs to change as there are so many ways people can add value in tech, after all, technology is the new industrial revolution, and I'm passionate about

encouraging people to consider tech roles.

My educational background is...After going through clearing, I studied business and was lucky to be offered two graduate schemes – one at IBM and one in business development for a toiletries company. Hard to believe, but I chose the latter. I presumed a role in tech would be too technical, which just wasn't me!

What advice I'd give to girls thinking about a career in digital and tech...Go into it with an open mind and don't be overwhelmed if you don't feel like you understand everything right away. I certainly didn't and you know what, still don't sometimes! Don't let myths put you off. If you are thinking about a career in tech, go for it!