

HELEN STANSFIELD



Job: Services Development Manager

Company: ANS Group

My role involves working closely with ANS' product, professional services, managed services, pre-sales and marketing functions together to efficiently build and launch well-defined, profitable new product and service offerings to the market.

Creative

Hard-working

Dedicated

The skills I use most in my job...Collaboration

- Planning and organisation
- Project Management

- Communication
- Content Creation

The most interesting thing I've worked on in my career so far...It's not so much a project or 'thing' but 12 months ago I made a huge career shift from a role as a Content Marketing Manager (i'd been working in Marketing for 8 years) to a Services Development Manager in the Research and Development team which couldn't be more different!

What inspired me into digital and tech...To be completely honest, it was something I fell into. I just knew I was passionate about content marketing and just happened to land my first role in the industry - but the fact I haven't left must be a good sign, right?

My educational background is...After passing my GCSEs, I went on to college and studied A Levels in English Literature, English Language, Media Studies and Film Studies. I then completed a Bachelor of Arts degree in Creative and Professional writing at Bangor University in Wales.

What advice I'd give to girls thinking about a career in digital and tech...Firstly, believe in yourself. Have confidence in your abilities and know that you deserve to be in the industry just as much as anyone else. Also explore your interests - try out different areas of tech to find out what excites you.