

## LAURA PROCTOR



**Job:** Chief Marketing Officer

**Company:** Summize

I am the Chief Marketing Officer at Summize, the Contract Lifecycle Management Disruptor. I am responsible for the strategy and execution of all marketing activity here at Summize. I previously spearheaded the marketing strategy for a number of high-growth software companies including AppLearn, Apadmi and Avecto.

Creative

Proactive

Adventurous

**The skills I use most in my job...**Leadership

- Working Collaboratively
- Problem-Solving
- Organisation
- Communication

**The most interesting thing I've worked on in my career so far...** I previously worked at Avecto, where after five years we went through an acquisition by BeyondTrust in 2018 – a very proud moment for me and a fantastic career experience. I joined the business at such an exciting time of its growth and there was such a buzz about the place, and I try to emulate this in my own leadership style now. It's why I love working for Summize; to join a business on such a rapid growth trajectory is so energising, I feel that buzz when I walk into the office again!

**What inspired me into digital and tech...** My dad has always really inspired me from a career perspective and really pushed high performance. He had a career in sales working for a large mobile operator (he was one of the first people to own a mobile phone!) so it feels like a full circle moment working for an innovative technology company like Summize. Working in tech is a good choice because it's a thriving industry and there's so much variety. You don't necessarily have to be uber technical yourself either, you just need to understand how people buy software and how to translate technical features into customer benefits (which can be learned!).

**My educational background is...** At 18, I actually turned down six university offers last minute and throw myself into the world of work. Whilst working in junior marketing roles, I did two years of night school to gain my Chartered Institute of Marketing qualifications, which was a big commitment! Working full time then having a quick sandwich on the way to college ahead of an evening of studying, two nights a week was not easy, but it was without a doubt worth it, as I gained valuable practical and academic experience during that time and I'm forever grateful to my younger self for persevering. More recently I've benefited from the Pavilion network and completed the CMO School which has been invaluable for best practices and advice.

**What advice I'd give to girls thinking about a career in digital and tech...** Believe in yourself and enjoy the journey. Don't just focus on the end result but enjoy each step and learn as much as you can. I'm lucky to be surrounded by a great team of passionate and talented people at Summize who really embrace the day-to-day journey we are all on and celebrate the wins (and learnings!) along the way. Also, stay open-minded about the opportunities – for example, you can work in customer success, marketing, HR, finance, sales...it's not just for developers!