

LAUREN RAFTER



Job: Product Manager

Company: Fanatics International

I'm the glue between IT and the rest of the business. With direction from the board, I'm responsible for ensuring the things we are building deliver against the company goals. I make sure that stakeholders from across the business are engaged and understand what we're doing and why we're doing it and more importantly, how it will make their day to day jobs better!

Approachable

Knowledgeable

Passionate

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

- Customer Service
- Planning
- Stakeholder Management

The most interesting thing I've worked on in my career so far...Working with big sports clubs such as Manchester United, and the F1 to deliver their online shopping platforms is incredible! Delivering a platform to such big partners is challenging but very exciting too!

What inspired me into digital and tech... Tech is a part of everything we do and there's so much opportunity to make better with Tech. Why wouldn't I want to be a part of that!

My educational background is... I started in customer service actually! The company I worked for at the time needed subject matter experts to help design and build a new customer service tool so I asked to get involved and 6 years later here I am! I'm always learning something new, it might not be integral to my day to day activities but I like to arm myself with as much knowledge as possible! That's been a big part of how I got to where I am.

What advice I'd give to girls thinking about a career in digital and tech... Don't be intimidated! Tech is a male dominated industry but the only way that will change is by girls like you and me stepping up to be a part of it. Realise tech plays a pivotal role in all our lives! Pair it with another thing you love! Tech and sports? Tech and fashion, tech and charity etc.