

LORRAINE WILKINSON



Job: Vice President of Sales, UK

Company: Equinix

Equinix is a digital infrastructure company with ~240 data centres around the world. I am responsible for implementing and progressing the sales strategy in the UK, developing existing customer relationships, and supporting the long-term business growth of the company.

Diligent

Enthusiastic

Tenacious

The skills I use most in my job...Empathy – making sure the team feels valued and supported

- Diplomacy – managing customer relationships
- Compassion – critical to being a good manager
- Organisation – planning and meeting daily deadlines, both individually and as a team
- Decision-making – from setting sales goals to executing marketing strategies

The most interesting thing I've worked on in my career so far...At Equinix, I've taken the opportunity to help found a programme called 'I Am Remarkable'. The initiative supports women who do not have a tech background, to realise and harness their transferrable skills, and join the sector. Women in the tech industry are sadly underrepresented, and Equinix is working to address this.

What inspired me into digital and tech...Technology inspires and drives the way the world functions and knows no boundaries. The pace and dynamic nature of this industry is incredibly infectious with new markets and opportunities constantly developing.

My educational background is...I chose not to go to university, instead landing my first tech role straight out of school. After 25 years in the industry, I have gained significant experience in solving customer challenges and utilising technology solutions to enable business progress. I enjoy using agile thinking to solve problems, test theories and create strategic solutions.

What advice I'd give to girls thinking about a career in digital and tech...Women have tremendous skills to offer the tech industry, but they can be put off applying because the sector is very male-dominated. However, at Equinix, we are specifically looking for people with empathy and an ability to listen – skills which women often excel at. Look into applying for tech roles – it's a great place to be!