

LUCY AUCKLAND



Job: Product Director

Company: Awaze

I am the core product director at Awaze which means that I am accountable for building the vision and roadmaps for our core products (think of these as the core engines/platforms that power great guest experience). These include CRM, pricing, search, checkout, reservation management and telephony.

Passionate

Driven

Approachable

The skills I use most in my job...Stakeholder Management

- Leadership
- Influencing and communicating
- Planning
- Decision Making

The most interesting thing I've worked on in my career so far...Tough question ! I have worked in 4 industries and I started my own business whilst I was on maternity leave. I worked in an operational role for a time and this really helped me understand the workings of the business, what is important and the reliance on technology. It gave me a great foundation to build on and I learnt some valuable lessons.

What inspired me into digital and tech...I have always loved problem solving and working with

people. Technology intrigued me and I knew I wanted to work on delivering technology solutions that could deliver value. As soon as I started working on my year out in a large brand learning about automation and change management I was hooked !

My educational background is...I left school (a long time ago now !) with some A levels (not the best grades!) I went to university and studied Business Information Systems as the careers lady told me to get a good job I should do something with computers and business. I have developed skills and qualifications on the job by working in various industry's in different roles from coding to service management to product.

What advice I'd give to girls thinking about a career in digital and tech...It's ok not to have a plan, tech is fast moving and there are many roles and there will be new roles we don't even know about yet ! If you have a passion follow it and see where it takes you. Surround yourself with supporters and work out what makes you tick.