

## 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.