

## POPPY HEAP



**Job:** Lead Strategist

**Company:** Poppy Heap

We manage CRM and supporting software for organisations. In my role, I run the discovery and strategy phase of a project through workshops - understanding key technical requirements for a business, and their growth goals - then I design the CRM and automation structure to enable those goals.

Mission-Led

Strategic

Energetic

**The skills I use most in my job...**Workshop facilitation

- Tech Stack Evaluation
- CRM & Automation Design
- Strategy
- Stakeholder Management

**The most interesting thing I've worked on in my career so far...**CRM set up to help 1000s of people learn and access key educational content

**What inspired me into digital and tech...**I fell into it by meeting an agency owner who offered me a role, but stayed because of it's potential to solve any problem in any industry.

**My educational background is...**After achieving two Ds and a C at A-level (and also getting kicked out for low attendance %), I went on to achieve a 1st Class BA in Marketing from Middlesex University. (I even gained a scholarship for my 2nd year for my outstanding grades in 1st year)

**What advice I'd give to girls thinking about a career in digital and tech...** Learn critical thinking - the skill of how to think - and you'll be able to achieve anything (given the right time and resources)