REBECCA COURT

Job: Chief Marketing Officer

Company: Robiquity

As CMO at Robiquity, I am responsible for shaping and driving our marketing strategy and execution. This spans building and maintaining a strong brand, lead-generation, amplifying and supporting partnerships, and managing PR and comms. My role is all about fueling growth in the right places and amplifying our brand.

Driven	Fun	Effective

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

- Project management
- Creativity
- Negotiation
- Ability to prioritise

The most interesting thing I've worked on in my career so far... Being part of Incremental Group, a Microsoft business applications partner, was a total career highlight for me. In my 5 years with the business I played a key role in driving the business' rapid growth which ultimately led to its £175m acquisition by Telefónica Tech - a huge moment!

What inspired me into digital and tech...I largely fell into technology - but there's no other industry I'd want to be in now!

My educational background is...I studied Politics at the University of Glasgow. I also hold a Diploma in Professional Marketing from The Chartered Institute of Marketing.

What advice I'd give to girls thinking about a career in digital and tech... Do it! Whether you are technical or not, technology is a great place to be now and in the future. My career journey is a great example of what is possible in the industry as someone who is non-technical. Tech has provided me with a hugely rewarding career.