

SARAH MARTIN



Job: Acceleration Manager

Company: Innovation Consultant/Wayra

I design programmes that help young SME's grow and transform. I network and connect with interesting collaborators within the tech sector and make meaningful connections to offer assistance to the people and programmes I work with. I manage proof of concept technology projects that tackle real life world problems. I manage strategic partnerships identifying where the most impact can be made.

connected

dynamic

Loud

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

The most interesting thing I've worked on in my career so far...Connected bees - applying RFID tags on the back of real life honey bees to capture empirical data about honey bees and how we might help protect them as a species

What inspired me into digital and tech...I wanted to cut my teeth and learn in a fast paced environment and the right opportunity in a start-up presented itself so I took it. It was here that I

learned a lot about tech and business

My educational background is...BSC Hons Business and hispanic studies, MBA, rolling my sleeves up and getting stuck in!

What advice I'd give to girls thinking about a career in digital and tech...Don't be scared to put yourself out there, ask questions and connect with people that you don't know to uncover opportunities. Believe that you are the best and you will be!