

## 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!