ZAIYRA KARIM

Job: Senior Product Analyst

Company: AND Digital

My current role at AND Digital involves managing and optimising various digital products. Excelling in leading teams and driving product strategies that align with business objectives. My tenure here has been marked by effective stakeholder management, data-driven decision-making, and fostering a culture of continuous delivery and improvement.

Curious	Approachable	Visionary

The skills I use most in my job... Stakeholder management
• Communication
• Data-driven decision making
• Collaboration
• Problem solving

The most interesting thing I've worked on in my career so far...I'm actively involved in AND Digital's "AND She Can" initiative, a community effort aimed at encouraging more women to pursue careers in technology. As a Hub Lead, I manage the onboarding processes for new collaborations & produce strategic leadership to all our initiative events!

What inspired me into digital and tech... The thrill of innovation and problem-solving has always been at the heart of my journey in tech. I thrive on the challenge of tackling complex problems and finding creative, data-driven solutions. My passion for problem-solving has led me to roles where I can leverage her skills to deliver tangible results.

My educational background is...I have a First-Class Honours degree in Computer Science from Queen Mary University of London, allowing me a solid technical foundation that is crucial for understanding and navigating the complexities of the tech industry.

What advice I'd give to girls thinking about a career in digital and tech... Go for it! Embrace your curiosity and passion. Seek mentors and peers for support. Learn continuously and don't be afraid to fail; it's part of growth. Trust your abilities and advocate for yourself. Tech needs diverse voices—yours included. Your journey will inspire others. Dream big and pursue it with determination!