

## ZOE GOULD



**Job:** Director

**Company:** Deloitte Digital

I work with the Public Sector to deliver Digital Transformation; meeting user needs and adding value through the delivery of Products and Services. I work with teams and coach individuals on good Product Management techniques and user centred design.

Passionate

Bubbly

Authentic

**The skills I use most in my job...**Coaching

- Decision Making
- Negotiating
- Evaluation
- Presentation

**The most interesting thing I've worked on in my career so far...**I worked with teams as part of the Pandemic response to deliver multiple COVID 19 related services including the testing service.

**What inspired me into digital and tech...**I'm passionate about making things better for people. So often friends and family complained about how difficult it was to access Government services; and I wanted to make them better.

**My educational background is...**I went to university and got a BA in American Politics and Sociology.

**What advice I'd give to girls thinking about a career in digital and tech...**Do it. There are so many

options. You don't have to be technical; Ada Lovelace herself considered the arts to be an integral part of STEM; we need creative and passionate people to help us solve the big problems we as society are facing.