

CELEBRATING WOMEN ACROSS INDUSTRY

EMMA GREEN, VIRTUAL ENGINEERING CENTRE

I have worked within marketing and PR for several years and across multiple industries. I have also worked on ERDF projects for the past five years, focusing on impact delivery through my roles within marketing and as a project coordinator.

WHAT MADE YOU WANT TO WORK WITHIN INDUSTRY?

One thing I have always loved about marketing is that you can apply the same skills and methodology, across several sectors and industries. There are so many aspects that I find really interesting in digital engineering including innovative ideas and technologies that deliver great impact and value across businesses. 'Digital' is everywhere but it is forever changing so there are always new opportunities arising.

WHAT IS YOUR FAVOURITE PART OF YOUR JOB?

I really enjoy working with the really bright and exciting individuals within my multiple teams within the VEC and delivery partners for the ERDF projects. I enjoy constantly improving my learning and understanding of innovation. I also enjoy working closely with a number of SMEs and businesses we support, finding more about their digital journeys and helping them to best communicate this impact through case studies, blogs, videos and even podcasts.

MISCONCEPTIONS OF INDUSTRY

I think the jargon often used across industry can at times be considered a little intimidating or confusing. However, I have found that once you communicate the impact and benefits of implementing digital tools across business processes, the jargon is broken down and we gain a greater understanding of the technology itself.

Changes being implemented into businesses can be minor and yet these can often deliver great impact, bringing hugely positive results.

MISCONCEPTIONS FOR WOMEN

I think one of the big misconceptions is the gender stereotypes surrounding engineering and similar roles, often considered as being male orientated. Since joining the VEC in 2016, I have worked with multiple fascinating women across numerous teams involved within digital engineering, data analytics, modelling and simulation for example.

It purely depends on your interests but there is certainly plenty of women, achieving great things and driving change across industries from automotive, aerospace, nuclear and healthcare.

THE FUTURE

I hope to continue to work and support the women I work with across all sectors in helping businesses to achieve great things!

I am also really looking forward to seeing what industry looks like in even just 3-5 years as there are constantly new and evolving digital solutions to solve industry problems.

WHAT ADVICE WOULD YOU OFFER TO YOUNG WOMEN LOOKING FOR A CAREER WITHIN INDUSTRY?

I would encourage women to pursue a role in digital engineering! There is certainly a lot of change taking place and some of the previous barriers for women are being eliminated through the changes across industry and the growing number of female role models and positive representation.

There are some promising statistics as we see more women involved in STEM educational programmes, leading to a prosperous career within promising industries of growth and innovation.

"I believe women approach and tackle challenges differently, offering a more diverse and collective way of working, bringing teams closer together which can, in turn, create a fantastic and positive working environment for all."