

# SARAH HEAD-PEMBROKE

## MARKETING MANAGER

How would you describe DPI in three words?

- Dedication
- Perfection
- Integrity

If you weren't a marketing manager, what would you be?

Having worked in marketing for over 20 years and can honestly say that I love it. I have been fortunate enough to work for some really interesting industries (and not so interesting ones!) However, if I were to retrain it would most probably be in midwifery.

What do you enjoy about your role?

I really enjoy the variety of the role. Being the first full time marketer at Datalec, there has been plenty for me to do. The variety and pace certainly keeps things interesting. One minute I can be working on our PR, our next event or designing a piece of collateral. No one day is ever the same. The nature of change and development within the discipline of marketing also helps keep things interesting - Thank you Google for GA4!



If you could give one piece of advice to a new starter, what would it be?

It would be to listen. The amount of expertise and knowledge at Datalec is exceptional and there is always something new to learn. The industry we work in is thriving and fascinating.

Tell us something about yourself that we wouldn't know?

When I worked for Microsoft Research I played on one of the first prototypes for what would be Microsoft Kinect Games Console.



### Three Likes

- Family time
- Rugby
- Lego

### Three Dislikes

- Injustice
- Bad manners
- Sinkholes (the concept terrifies me!)