

ICT Executive Profile

Based on feedback from the annual survey around having access to more senior women as role models, each month we have an executive profile compiled from 7 questions posed to key executive women in the ICT industry

Hayley Clarke

Director Marketing, Optus



What is your current role and what is your scope?

I am a mother of a beautiful little girl Riley as well as Marketing Director for Optus Business. My scope is all things to do with being the best mum I can for Riley as well as all Marketing responsibilities for Optus Business which include, Brand Management, Demand Generation, Marketing Automation, Digital, content and strategic market management.

What attracted you to a career in ICT?

I actually fell into IT, my aunty was the MD of a small IT company where I started. I then fell in love with the IT industry because it really has a fundamental impact on the way we live and work and is continually changing. I love working in an industry that if you aren't continually evolving then you will become redundant very quickly..

Tell us about the highpoints and lowpoints of your career?

I have three key high points 1. When I first joined the BIG BLUE IBM, I remember my first interview with IBM and I walked into reception at Darling Park in Sydney CBD and it was located on the 10th floor and had the most amazing view over the city. I thought to myself it would be an amazing opportunity to work for this company, which it was. 2. Moving to Singapore and working over there for IBM for 3 years and finally reaching my goal of becoming a Director before 35. My lowpoints are always when we need to make redundancies, they are a fact of business but always very challenging personally and emotionally.

What does work life balance mean to you?

Now that I have a daughter work life balance is much more important. I really try and balance my time in a way that allows me to feel like I am doing a pretty good job at both. I realise now that I cannot be doing an outstanding job at both because I just don't have enough hours in the day but in saying that once you have a child you are a lot smarter about how you utilise your time and it comes back to effort v's return.

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What attracted and kept you in the ICT industry throughout your career?

As mentioned above it is continually changing and really does have a huge impact on society.

What ambitions personal or professional do you still want to achieve?

Completing my MBA and really striving to be the best leader I can be.

What's the one piece of advice you'd give to yourself starting out on your career?

Make sure you enjoy what you do, work takes up approximately 80% of your waking life so you need to make sure that this is enjoyable. If you work hard and smart you can achieve anything. Persistence is the key....

NB: As appeared in FITT e-newsletter August 2014 and also features on the website.

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