Meet Anna.

She communicates well with others to connect and challenge them to drive out of the box, big picture thinking.

Anna’s career began in Christchurch 5 years ago with a market research company where she gained a foundational focus in user-centric design, and asking ‘the right question’. From there her experience brought her to a small SaaS business where she led the online sales and marketing.

A move into advertising introduced Anna to working with some of NZ’s biggest FMCG brands, managing the creative process, and how enduring brands are built.

Anna now works for Microsoft New Zealand where she’s been on the Developer Experience team for the last two years, driving the early adoption of Microsoft platforms and technologies in the developer and startup communities.

Her passions include foreign languages, walking, and the tech community in which she’s regularly involved as an Ambassador for She#. She is often described as optimistic and peckish.