CAREERS WITH STEM™

DIGITAL RETAIL

DOUBLE ISSUE
FLIP FOR SCIENCE

SENIOR ANDROID DEVELOPER

CUSTOMER ANALYTICS MANAGER

DIGITAL PRODUCT MANAGER

Supermarket science: Meet the digital gurus at Woolies p2

Turn your love of online shopping into a career! p4

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WOOLIES X

DATA SCIENCE + USER EXPERIENCE + MARKETING + SOFTWARE DEVELOPMENT

AMANDA BARDWELL

The digital future of retail

Retail careers have transformed – and STEM opportunities abound!

Having started my career in retail in Queensland many years ago, I never imagined the opportunities this industry would provide. As we move towards an increasingly technology-led culture, I am so proud to be helping to bring the best of Woolies to our customers, powered by our team, technology and data!

Technology helps us transform the way we connect with our customers at Woolworths and our digital arm WooliesX is focused on making our customers' lives easier. This involves considerable investment in people, in particular, exceptional STEM talent – data scientists, software developers and digital marketers.

About 80% of jobs in the future will require STEM skills. The industry is heavily male dominated, but in order for it to thrive, gender equality is essential. In Australia, only 16% of STEM graduates are women, and 27% of the total STEM workforce is female. These figures highlight the need to educate the next generation of young women on the importance and benefits of a career in STEM.

Efrosini, Katharyn and Zarah are challenging the status quo. These women are an integral part of WooliesX and have forged their way to success in their field. They are STEM champions and their story will hopefully inspire young Australians, and young women in particular, to pursue a career in STEM.

Placing the next generation of digital excellence on a meaningful career path with WooliesX will allow us to continue to be the trailblazers of the digital future of retail.
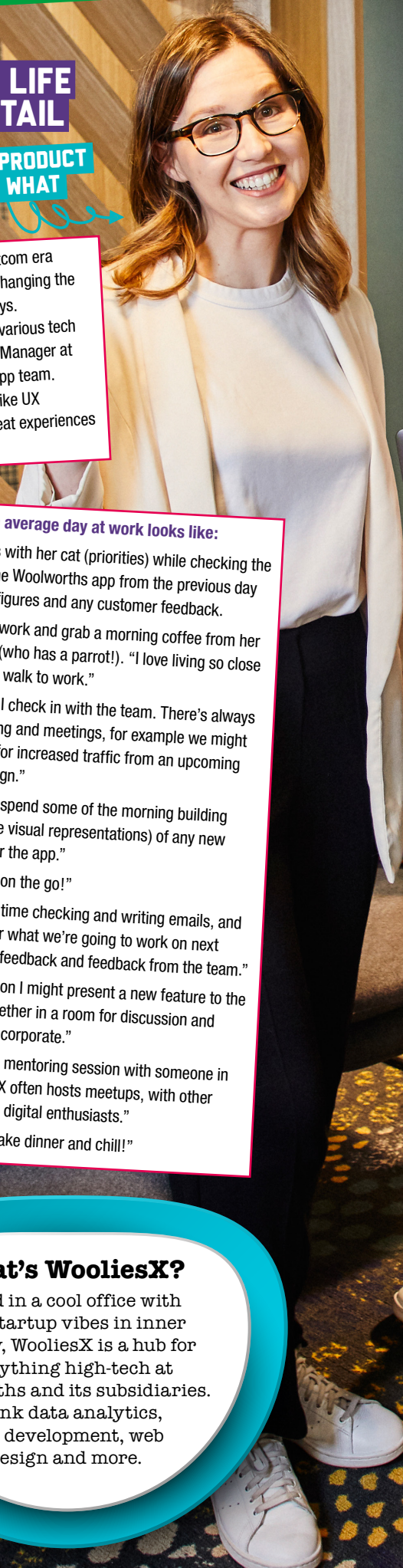
Amanda Bardwell, Managing Director of WooliesX

FRESH SKILLS PEOPLE

#1 A DAY IN THE LIFE IN DIGITAL RETAIL

KATHARYN MOGER IS A DIGITAL PRODUCT MANAGER AT WOOLIESX. THIS IS WHAT HER NINE TO FIVE LOOKS LIKE

Katharyn says growing up at the start of the dotcom era showed her that technology and digital were changing the world. "I wanted to be part of that future," she says.

She studied computer science, has worked in various tech gigs and now, her current role as Digital Product Manager at WooliesX, means she's part of the Woolworths app team. "I get to work with a bunch of other specialists, like UX designers, developers and analysts to deliver great experiences for our app users," she says.

DIGITAL PRODUCT MANAGER. WOOLIESX

BUSINESS ANALYST. DEPARTMENT OF EMPLOYMENT AND WORKPLACE RELATIONS

PRODUCT MANAGER. LIFE INSURANCE MADE EASY (LIME) STARTUP

WEB DEVELOPER. HOTEL CLUB

UX DESIGNER. CUSTOMER EXPERIENCE COMPANY

BACHELOR OF COMPUTER SCIENCE. ANU

BUSINESS ANALYST. COLONIAL FIRST STATE

Here's what an average day at work looks like:

7.30am Cuddles with her cat (priorities) while checking the latest stats on the Woolworths app from the previous day – such as sales figures and any customer feedback.

8.30am Walk to work and grab a morning coffee from her favourite barista (who has a parrot!). "I love living so close and being able to walk to work."

9am "First thing, I check in with the team. There's always lots of collaborating and meetings, for example we might need to be ready for increased traffic from an upcoming marketing campaign."

10.30am "I might spend some of the morning building wireframes (simple visual representations) of any new features coming for the app."

12pm "Grab lunch on the go!"

1pm "Spend some time checking and writing emails, and writing up a plan for what we're going to work on next based on customer feedback and feedback from the team."

3pm "In the afternoon I might present a new feature to the team. We all get together in a room for discussion and feedback for us to incorporate."

5pm "I might have a mentoring session with someone in my team, or WooliesX often hosts meetups, with other product managers or digital enthusiasts."

7pm "Walk home, make dinner and chill!"

What's WooliesX?

Based in a cool office with tech startup vibes in inner Sydney, WooliesX is a hub for everything high-tech at Woolworths and its subsidiaries. Think data analytics, app development, web design and more.

MEET THREE WOMEN IN STEM WORKING AT WOOLIESX – THE YOUNG, DIGITAL-SAVVY FACE OF ONE OF AUSTRALIA'S OLDEST, BEST-KNOWN RETAIL BUSINESSES

#2 NUMBER CRUNCHER

AS CUSTOMER ANALYTICS MANAGER, EFROSINI SAVIDIS USES DATA TO HELP WOOLWORTHS MAKE BETTER DECISIONS

Efrosini has strong feelings about the way her favourite subject, maths, is taught in schools – so much so, that after graduating a combined Bachelor of Science (Mathematics) and Finance at UTS, she and a uni friend co-founded their own business called iSquared Learning that runs fun, hands-on after-school maths classes in primary schools. "We were passionate about getting kids curious about STEM," Efrosini says. "We wanted to inspire young people to pursue STEM and learn maths in a fun way! We believe that STEM is our future."

In this data-driven age, maths and coding are fundamental skills that will be invaluable for all sorts of careers. "The opportunities are limitless," she says.

They're skills that have led to a stellar career path for Efrosini, who is now Customer Analytics Manager at WooliesX. "I find ways to use data to inform business decisions, and to measure business initiatives by relating everything back to the customer," she explains. And with 12 million loyalty customers across all of Woolworths' businesses, there's no shortage of variety in Efrosini's job. "Every day there's a different problem to solve."

Hot career tip: Take every opportunity you can. "You'll graduate with the same qualification as everybody else in your degree, so look for opportunities to do things that will help you stand out," she says.

BACHELOR OF SCIENCE (MATHEMATICS) AND BUSINESS (FINANCE), UTS >> SHAREHOLDER ANALYST, ORIENT CAPITAL

BUSINESS ANALYST, OPTUS >> CO-FOUNDED ISQUARED LEARNING

INSIGHTS ANALYST, FOXTEL >> SENIOR INSIGHTS ANALYST, WOOLIESX >> CUSTOMER ANALYTICS MANAGER, WOOLIESX

#3 APP BUILDER

ANDROID DEVELOPER ZARAH DOMINGUEZ SAYS SUPPORT NETWORKS ARE GREAT FOR WOMEN IN STEM – AND THEY DON'T EVEN NEED TO BE IRL

Zarah says she wasn't one of those people who always knew what she wanted to be. Growing up in a rural community in the Philippines, Zarah was always good at maths, so her dad – an engineer – suggested she might want to follow in his footsteps.

While Zarah did get a degree in engineering, she now works as an android app developer, something she largely taught herself to do.

In her role as a Senior Android Developer at WooliesX, Zarah spends a lot of time writing code for Woolworths' online shopping app, used by 1.2 million people. "I love getting feedback on how the app helps real people – I always love working on something that people actually use," says Zarah, who is also a Google Developer

Expert, which means she's been recognised by Google for having exemplary expertise in her field.

As a woman working in a male-dominated area, Zarah says she finds being a part of online networks of women android developers from all over the world extremely helpful and supportive. "It happens a lot that I'm the only woman in the team," she says. "So having these women to bounce ideas off and even vent to is really helpful."

Hot career tip: "Whatever you love – just do it, and stick with it. Also find your support network, and they don't even have to be in the same geographical place!" – *Gemma Chilton*

ELECTRONICS AND COMMUNICATIONS ENGINEERING, ATENEO DE MANILA UNIVERSITY >> PRODUCT ENGINEER, INTEL >> SOFTWARE DEVELOPER, OBERTHUR CARD SYSTEMS

ANDROID DEVELOPER, CLOUD SHERPAS >> ANDROID DEVELOPER, DOMAIN >> SENIOR ANDROID DEVELOPER, WOOLIESX

WS DIGITAL RETAIL

IN THE BAG: DIGITAL RETAIL JOBS

SHOPPING FOR YOUR CAREER OPTIONS? ONLINE RETAIL IS A FAST-GROWING FIELD CRYING OUT FOR STEM SKILLS

Online retail is on a roll. Millions of us are loving the 'find-like-buy' process – Aussies and Kiwis jointly spent almost A$34 billion with online retailers in the 12 months to September 2019 according to reports from the National Australia Bank and the Bank of New Zealand.

Retail businesses are rapidly transitioning from physical stores to digital platforms and massively enhancing the user experience (UX) for online shoppers. The National Online Retailers Association says the consumer experience is "far more complex and fragmented than ever before".

Which means, the industry needs serious numbers of STEM-smart people to fill jobs like data analysts, software engineers, UX designers and web developers. So, not only can you shop online but now you can get a cool tech job with the retailers you follow!

And it's not just the big brands dominating online – there are plenty of exciting startups in this space looking for new talent. New Sydney-based online retail platform TheUrge was launched in April 2019. Since then, the new online fashion retail search portal has had more than 210,000 page views and made A$250,000 in sales. But the company is struggling to find STEM-smart school leavers and uni grads.

According to the Australian Department of Jobs and Small Business, by May 2023 the total number of STEM-reliant jobs will grow by 10.8%, compared to 6.1% for non-STEM jobs. "The industry needs a very different skill set now compared to old retail stores but there are not enough people to meet the demand," say TheUrge co-founders Cayley and Doron Ostrin. – *Matthew Brace*

DIGITAL MARKETING SPECIALIST

ONLINE SHOPPING CAREER CHECKLIST

THE DIGITAL RETAIL WORLD IS CRYING OUT FOR TALENT – HERE ARE SOME OF THE ROLES ON THEIR STEM-SMARTS SHOPPING LIST

When you think about working in retail, you might think about sweeping floors and dressing showroom dummies. But in the age of online shopping there are loads of tech jobs crying out for STEM grads to fill them. Here are just a few:

✔ **Data analysts:** categorising products, working on ranking and relevancy, search navigation and search experimentation platforms. **$50K–$98K**

✔ **Digital marketing specialists:** identifying target markets, creating brand images and using search-engine optimisation and marketing to create online campaigns. **$47K–$84K**

✔ **UX designers:** creating captivating, graphics-rich online experiences so customers love the shopping experience. **$50K–$110K**

✔ **Web and app developers:** driving expansion and keeping up with customer demand for shopping via screen and voice. **$45K–$88K**

* Source: salaries according to payscale.com

UX DESIGNERS

DATA ANALYSTS

GOOGLE-STYLE FASHION STARTUP LOOKING FOR STEM GRADS

THIS SYDNEY TECH STARTUP IS ON THE HUNT FOR MORE STEM-SMART YOUNG PEOPLE – ESPECIALLY GIRLS – TO HELP RUN THEIR ONLINE FASHION SEARCH PORTAL

Doron and Cayley Ostrin are the husband-and-wife co-founders of cool new online retail startup TheUrge, a platform that takes a Google-style pure search engine approach to fashion retail.

TheUrge, which aims to be the world's one-stop-shop for online fashion retailing, is actively searching for young STEM-smart girls and guys to fill their ranks. This is driven by the fact that the site has grown super-fast since launching in April 2019. Check it out: 210,000 page views, 93,000 unique users and A$250,000 in sales in under a year! They've also launched in the US and are aiming for the UK in 2020.

Doron and Cayley say as companies like theirs accelerate in growth, it's becoming clear where the gaps are in the workforce. "There are lots of new roles now in things like UX, design, feedback gathering, data analytics, etc. This means the demand for STEM-smart graduates in online retail is outstripping supply," they say.

TheUrge co-founders are particularly keen to recruit data scientists, and more girls in particular – as online retail has, to date, had a predominantly female audience. "We need more people in the team who are actually shoppers as well as having the STEM skills, so they understand the brand and the buying process. But these people are very hard to find. The female developers we see are cool and funky but they are getting snapped up so quickly by other employers because of the demand for their skills – and not just in retail."

> **DEMAND FOR STEM-SMART GRADUATES IN ONLINE RETAIL IS OUTSTRIPPING SUPPLY"**

WEB AND APP DEVELOPERS
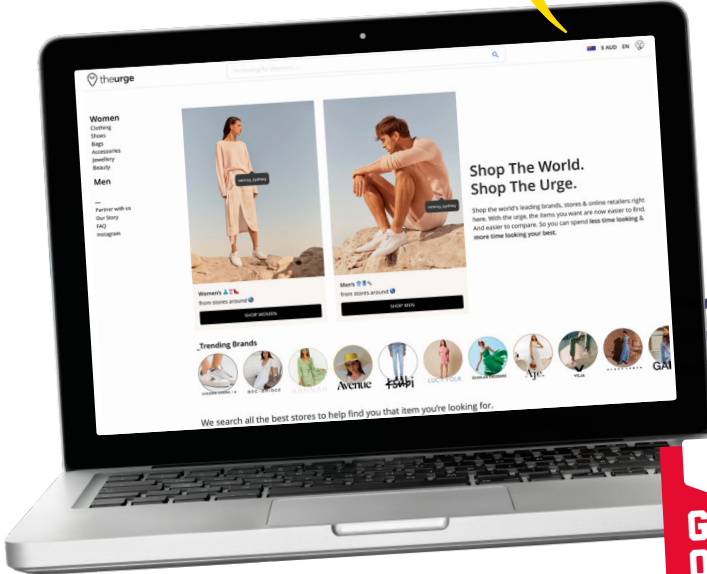
START YOUR CAREER HERE

STEM+DIGITAL RETAIL STUDY

Bachelor of Design (Digital Technologies), Deakin University bit.ly/DeakinDigiTech

Bachelor of Information Technology and Data Analytics, University of South Australia bit.ly/UniSA-IT-Data

Bachelor of Applied Information Technology, La Trobe University bit.ly/LaTrobeIT

Match your electives
> Mathematics
> Computer Science/ICT
> Business Studies
> Systems Engineering

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