# DATA ECONOMY
# FEMALE SUCCESS STORIES

Produced and edited by Jarkko Moilanen - 2022

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# ABOUT

## Amazing professional growth stories of 4 women

Diversity in the workplace means that a company has employees that vary by many different characteristics. Most often when people refer to workplace diversity, they're referring to a workplace that's balanced by race and gender. But diversity in the workplace can exist across many different variables, including age, religion, cultural background, language, physical ability, sexuality, location, and more.

A truly diverse workplace doesn't present any barriers to entry for individuals of any particular background. For example, a diverse company should have a relatively equal gender balance at both the staff and leadership level.

The Data Economy Female Success stories proejct was produced to give women more space to tell their inspirational success stories. The authentic stories are told by 4 women and provide example for others to follow!

This booklet contains the stories in short written format, but the longer video versions are available on Youtube. You will find links to the videos from the following pages.

Apidays Helsinki & North organizer.

Co-Founder of Osaango

# Marjukka Niinioja

**What is your position now in business? What kind of job do you do, describe with a few sentences.**

Marjukka's recent projects have taken her to develop online courses on API and platform economy among other things, as well as designing business models and legal aspects and compliance in datahubs and other platforms. She frequently helps teams in API governance and strategy in finance, telco, water supplies, energy as well as services and media. Marjukka is a co-author of a book on API economy and developed an open method, APIOps Cycles

**Would you consider it important to have more women in the data economy and if so why?**

Yes, because we just need more people in general to have an understanding of the use of data and business models around it and there are only so many men in the world… And in general we need enough diversity in data economy, because the bias in data will bite back in the bias of use of data in decision making and our everyday lives.

**What has been the hardest thing to overcome in your path to data economy business?**

Convincing people that data is not just something that lives in the databases, statistical charts or archives. It's highly subjective, it has a lifecycle and in the end, it's a human or human-like process to make sense of it and give it value. Also combining legal, technical, human and business perspectives and thinking data business models through from the ecosystem perspective are sometimes enough to give one a headache. So the hardest part has been to educate myself on all those aspects, overcome the complexity and find jobs and projects that let me practice, validate and build more skills. That's why I'm also interested in making the learning simpler for others.

# Marjukka Niinioja

**You probably came to the data economy from doing something else? What was the process you took in the change? Some sort of education? Something else? What was your path and why?**

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II was recruited directly from first years of university to the Finnish government to help build data, web services and architecture related skills, competences and also the data architecture to a growing workforce developing the agricultural and forestry sector EU systems. There was hardly any formal training at that time outside of a few database courses and the new concept of "knowledge management".

I was studying educational theory, leadership, business and computer sciences at the university at the same time. And banging my head against the wall and colleagues because the different silos of theoretical science nor practices at work didn't speak the same language. Even the term knowledge management meant something completely different based on which professors and researchers you were reading; business, technology or education. So I spent a lot of time reading the latest research in different fields, and organising our work teams to work like they were a post doc research team at the university to solve the real-life problems we are facing.

I later applied the same process in all the data and API related business and technology problems and continued that when co-authoring the API Economy 101 book and the open university courses around API Economy and Data Economy.

Apidays Helsinki & North organizer.

Co-Founder of Osaango

# Marjukka Niinioja

**What kind of role other people have had in your career? Have you received sparring from other women? Possibly men? Something else?**

I've been lucky to have many women managers and colleagues who have also been my informal mentors, especially around data. But I have also had many men in my network who have been extremely incremental to the situation in my career that I'm now in. A few times they have even belittled me and made me push even further, though I don't recommend that approach.
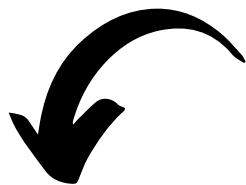
**What would you do differently if life would provide a rerun?**

Nothing, I have had a plan and I've followed it.

**What is your career plan for the future?**

Continue changing how people and organisations think, learn and act on data, APIs and the business opportunities around them and growing our company and our network to achieve that.

**And the last question: What is your message to the other women considering data economy career?**

# MARJUKKA'S MESSAGE
## TO OTHER WOMEN

*"Go for it. Don't think that all data related jobs require programming skills, but don't be afraid to go deeper to the technology side either. Learn as much as you can about totally different areas in science and life.*

*I've found so many times that even my studies in Latin, Greek and anthropology haven't been wasted in the world of data. Plato rocks when it comes to the idea of APIs."*

**Marjukka's story in Youtube**
https://www.youtube.com/watch?v=dwOqvLc6swM

Partner Director at Platform of Trust

# Tekla Wannas

**What is your position now in business? What kind of job do you do, describe with a few sentences.**

As a Partner Director I need to understand the ecosystem and its possibilities between partner companies. Main goal is to create actions where many parties will benefit. Juicy bits are when totally new businesses will be born.

**Would you consider it important to have more women in the data economy and if so why?**

Definitely yes, there are so many great actions where you can put your effort in. Data have influence in all sectors so it is possible to work in your common interest or start a journey to see and learn more.

**You probably came to data economy from doing something else? What was the process you took in the change? Some sort of education? Something else? What was your path and why?**

I was working in food sector before. Process to change was actually simple when I got this opportunity directly. Basically motivation is the key element to start doing something else. Motivation with a good attitude will create flow to learn something new. I did self studies couple months and realised that at the end business is always the same, no matter what sector it is. In business the main goal is to have valuable results and data is truly making it possible. It is very interesting to see how much potential there is with data, and only small part of it is in use.

**Partner Director at Platform of Trust**

# Tekla Wannas

**What kind of role other people have had in your career? Have you received sparring from other women? Possibly men? Something else?**

Without good relations with people most likely I wouldnt be in this place. Surely both, men and women have been encouraging, some of them needed to understand my job more deeper before they could realise that I'm in the right place.

**What has been the hardest thing to overcome in your path to data economy business?**

Its hard to think any, to be honest most of the things will be perfect. If help is needed people will give a hand to reach the goal.
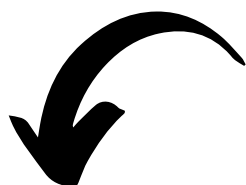
**What would you do differently if life would provide a rerun?**

Probably I would start studying data economy earlier.

**What is your career plan for the future?**

As long as work is interesting and giving advantages I believe that opportunities will come. I would love to be part of creating meaningful solutions.

**And the last question: What is your message to the other women considering data economy career?**

# TEKLAS'S MESSAGE
## TO OTHER WOMEN



*"Be brave, there are so many options to start with and step on."*

."

**Tekla's story in Youtube**
https://www.youtube.com/watch?v=VtpvBQc9OLY

# Esra Aliu

**What is your position now in business? What kind of job do you do, describe with a few sentences.**

My position is as a senior in the data and analytics field. I am a senior data analyst, my day to day includes creating designs, KPIs and delivering final dashboard to the end user.

**Would you consider it important to have more women in the data economy and if so why?**

Yes it is important, it would be easier to work with the same gender and not always being the only woman in the meetings, it gives understanding that women are not able to do this work when actually they are.

**You probably came to data economy from doing something else? What was the process you took in the change? Some sort of education? Something else? What was your path and why?**

I studied chemical engineering for two years and I dropped off. After that I pursued business administration in Häme University of Applied Sciences where majors were only sales, accounting, marketing and some other majors I wasn't interested in. I googled what it is to be an interesting and rising career and data analyst/data scientist was in the top list as the 21st century's sexiest job. Pursuing a degree in Finland gave me the space to choose something outside of my major so I took courses which my university offered online in Big Data and Business Intelligence and that's when I first encountered Data.

**What has been the hardest thing to overcome in your path to data economy business?**

Not the hardest, but perhaps a little challenging changing my profession to a consultant and getting the first project to work on, as in consultancy world competition is tough even with colleagues within the team you work with.

## Senior Data Analyst

## SAFe 4.0 Agilist

**Senior Data Analyst**

**SAFe 4.0 Agilist**

# Esra Aliu

**What kind of role other people have had in your career? Have you received sparring from other women? Possibly men? Something else?**

I have had a foreigner experienced young woman just like me pursuing a career in the User Experience field in Finland, where I have had big support from. I am very lucky to have come across strong independent women who want to see their kind achieve big in life and some of them were even my superiors but it never felt like that.

Indeed in my experiences as data analyst I have also had men role models who have pushed me to be my best and always were willing to help me at the beginning of my career as a data analyst.
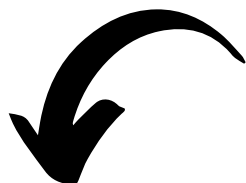
**What would you do differently if life would provide a rerun?**

I would definitely had started educating myself on data literacy, statistics and programming way earlier if I would have known this is going to be my future.

**What is your career plan for the future?**

I see myself in the data and analytics field but in the future I would like to use my data and analytic skills to help people operate better in their daily lives, to interact with society and help them through powerful usage of data.

**And the last question: What is your message to the other women considering data economy career?**

# ESRA'S MESSAGE
## TO OTHER WOMEN



*"Data is present everywhere, so don't hesitate. Find a field you're passionate about and combine that passion with data skills and you'll definitely succeed."*
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**Esra's story in Youtube**
https://www.youtube.com/watch?v=sk-kZxWu79Q

Head of UX
SAFe 4.0 Agilist

Works in data
exchange
platform
company

# Nazia Hasan

**What is your position now in business? What kind of job do you do, describe with a few sentences.**

I am currently working in Platform of Trust Oy. The company is dedicated to tackle challenges related to build environments, constructions, enegery utlization and climate change by providing data standardization and harmonization solutions. I am the Head of Design, with my focus areas on Developer eXperience and interface designing. I also lead some client specific projects, where I primarily act as a bridge between the business stakeholders and eternal development team. My main responsibilities includes leading the development planning and sprints, designing and reviewing necessary interfaces with clients and development members, etc. I am also interested on low/no code platform to realize quick proof-of-concepts for customer feedback

**Would you consider it important to have more women in the data economy and if so why?**

I believe, a good outcome from covid19 times is more womenfolk emerging to new fields of subject matter and relevant technology due to flexibility of remote working opportunities. Data Economy is relatively a younger sector, where its domain application has a long way to reach to the saturation. Data economy involves not only productizing data to create value chain, but also to work on innovative technology to realize the theories and application.

**What would you do differently if life would provide a rerun?**

I might not do much of changes, cause the past learning, experience and hardship made me the person I am today. The most I can think about is to get on a time machine, go back to the past me and tell her everything will be fine. Perhaps, try to start going to gym earlier and focus more on practical projects and portfolios. :D But for a bigger impact, I would have turned every stone to keep my family closer to me.

# Nazia Hasan

**You probably came to data economy from doing something else? What was the process you took in the change? Some sort of education? Something else? What was your path and why?**

As a professional, I am an UX designer. My introduction to data economy was mainly done by my long time mentor and now a good friend, Jarkko Moilanen and a definitely by Marjukka Niinioja. As part of my previous work responsibilities, I needed to learn the technical know-how of APIs (Application Program Interfaces). Their co-authored book API Economy 101 gave a boost to my knowledge to understand why APIs are important in realizing business goals of a company and how design-first API development approach can capture the essence of human-centered-design that we UX designers hold sacred. :D As Jarkko and I have been colleagues in Platform of Trust, we have our fare share of works on developing and executing principles to ensure we maintain flow state developer experience throughout the platform with necessary processes and technology. Also his current doctoral thesis is on data economy, which resulted me reading out published articles and papers and to gather knowledge with Data Economy. Its worthy to mention, courses on API Design and Data Economy from Osaango Academy and Udemy helped me out in this journey.

**What kind of role other people have had in your career?**

As part of a bigger team for realizing a new Platform, I have been working in close association with people belonging to various professional field: marketing, core development, quality assurance, business developers, data analysts, etc. Surprisingly women, irrespective of having difference in visions and goals from their professional responsibilities, are more to share common empathy and pledge to establish a greater good. Sparring can happen with anyone, irrespective of the gender and it is often a challenge to prove your reasoning behind the actions you want to execute. But at the end of the day, it is important that you made your case with sufficient reason, examples and explained pros and cons. This shows the dedication you are offering to the benefit of the company and business.

# Nazia Hasan

Head of UX
SAFe 4.0 Agilist

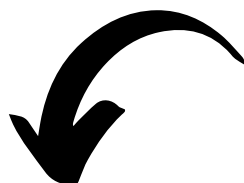Works in data exchange platform company

**What has been the hardest thing to overcome in your path to data economy business?**

This is my personal opinion, but a lot of organizations, to establish their business goals and targets, tends to overlook well-proven researches and industry standards. I won't say this as a chasm, but there is always a gap between academia and implemented/provided technology solutions and platforms. But companies tend to realize this from customer feedback or workshops, where the importance of much needed alignment between company and end-user visions are felt the most. Better late than never, companies put their good effort in rectifying the lackings. If businesses were more user centric, testing the ideas and proof of concepts from the very beginning with not only prospective clients but also the actual end-users, things would have been optimal. Meaning economizing resources, time and effort.

**What is your career plan for the future?**

At this stage of my life, I am honing my skills with User Experience and its sub-field developer experience. I have been leading development teams now, but once in a while its good to be back to the roots and make your hands dirty to evaluate your strength and needed improvements. I like the technical aspects of any domain, hence developer experience and low/no code framework would be in my interest for a while now. However, irrespective of the place I remain in future, I plan to establish strong and fruitful UX strategies to facilitate good product development ensuring flow state user experience.

**And the last question: What is your message to the other women considering data economy career?**

# NAZIA'S MESSAGE
## TO OTHER WOMEN

*"This is actually a general advice for women in any professional domain. The professional world is still challenging for us.*

*We always need to be in our guard and ready with reasons and logic to justify our thoughts, ideas and chain of actions.*

*It is important to be empathetic to yourself, the people in your surrounding and develop a habit of positive cooperation.*

*Data Economy is of no exception. Being a relatively new domain, there are tons of opportunities to explore.*

*Do something that makes you happy and turn your 9-5 job as a hobby - an advice for myself as well. "*

**Nazia's story in Youtube**
https://www.youtube.com/watch?v=E2gp7l8JwxI

# LET'S WORK TOGETHER FOR DIVERSITY IN THE DATA ECONOMY

dataproductbusiness.com

*"It was my pleasure to work with the women in the series, I love you all :)"*

Jarkko Moilanen