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# WORK LIFE

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A ONE-DAY DIARY  
FROM MORNING LATTE TO  
LIGHTS OUT

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## Anne-Marie Imafidon, founder of Stemettes

Anne-Marie Imafidon, 28, is the founder of Stemettes, promoting STEM industries to girls. She lives in east London

### MY ALARM GOES OFF...

At 7am. I'll check Twitter for new messages and trending topics, then I'll put on a black dress, bright necklace and trainers – I wear the same look every day. I listen to A.Dot's show on BBC Radio 1Xtra while eating a boiled egg and reply to any messages that take less than two minutes. At 8.30am I cycle to work, 15 minutes away.

### I'M RESPONSIBLE FOR...

Every aspect of Stemettes, a social enterprise supporting girls aged 5 to 21 interested in STEM [science, technology, engineering and maths] careers. We hold free public events and run a mentoring scheme, schools programme and entrepreneurship project. We've directly helped 15,000 girls, from learning to build apps to visiting businesses in the US. STEM is accessible for young women – we just have to instil them with more confidence in their abilities.

### I GOT MY JOB...

After doing GCSEs – in maths and



ICT – aged 10. I was a child prodigy who loved knowing how things work; I would take apart my dad's VCR and put it back together. At 17 I studied computer science at Oxford, and after my first job with Deutsche Bank I realised women were a minority in STEM. In 2012 I attended a women's computing conference and finally felt a sense of belonging; I wanted to help other women feel that way about STEM. Stemettes was my 2013 New Year's resolution. I gained financial support from O2's fund for young people, Think Big; then we launched that February.

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### MY TYPICAL DAY...

Starts with a call to one of our business partners about an event like our October Monster



Confidence tour, where we'll be giving talks and career workshops to more than 1,000 girls. We'll discuss logistics and equipment we'll need, currently drones and VR headsets. Then I'll chat to my team of six about our educational initiatives. Often, I'll give an interview about our work to an organisation like Girl Guides then I'll eat homemade bean stew for lunch. Later I'll have an external meeting with a partner such as Westfield on hosting a tech event. We're also developing a television show – it's like *Glee* but about girls

in STEM – so I might meet with production companies to discuss storylines. Then I'll work on creating resources and coding games for our Stemillions clubs – which are run by girls themselves in schools. I finish at around 7pm.

### MY MOST MEMORABLE WORK MOMENT...

Was watching the graduation ceremony of a south London STEM camp we ran. I cried – many of those girls were very isolated before attending but they left with friends for life.

### THE WORST PART OF MY JOB...

Is working with humans. I'm used to algorithms; humans are messy and complex – there are no rules.

### THE BEST PART OF MY JOB...

Is waking up in the morning and doing exactly what I want to.

### AFTER WORK...

There's usually a tech event to attend, such as Sharmadean Reid's Future Girl Corp, which supports budding female business leaders. I'll get home around 9pm and relax with silly TV, like *Married To A Celebrity*, and go to bed at midnight.

ANNE-MARIE HAS BEEN AWARDED AN MBE FOR SERVICES TO YOUNG WOMEN

## My Plan B: TV Commissioner

I'd love to commission STEM entertainment – we never see girls in STEM on television, except in documentaries. I watch so much television, I know what works. I wouldn't write a show from scratch but I could recognise a good idea and develop it.