Meet Inspiring EIT Community
Women Leaders and Entrepreneurs

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Tell us a bit about yourself and your connection to the EIT Community.
Nordic Automation Systems joined the EIT Digital Accelerator in December 2017 to access new markets and accelerate NAS sales with EIT Digital support in Europe as well as the USA. I am currently the Head of Product Development at Nordic Automation Systems.

Tell us about NAS: Nordic Automation systems
NAS has been focusing on the development of LoRa technology (a wireless technology developed for low power, wide-area networks) based products for the last couple of years. Our focus is especially concentrated in remote metering devices for water, gas, heat and street lighting solutions. The entire product creation process is done in-house. This allows us to eliminate any kind of problems immediately, while giving the ability to ensure the finest product quality and reliable services based on each customer’s needs. NAS was listed on the Forbes 30 under 30 list for 2018

What’s next for you and your company?
As a company we definitely want to increase awareness of LoRa technology worldwide. Our created solutions enable us to solve many vital issues worldwide, including water scarcity and environmental sustainability problems.

Have you had to overcome many extra obstacles as a female entrepreneur?
I think women may still have to prove themselves in the fields where they are in the minority. Personally I haven’t encountered any problems and the reaction has always been positive.

What specific advice would you give to young entrepreneurs following in your footsteps?
I would encourage them to pursue the career they have an interest in, whether it is industrial engineering or IT, it really doesn’t matter. What matters is your persistance along the way!

What has been the most rewarding moment of your career so far?
I would have to say that I believe being chosen by Forbes to be listed in the 30 under 30 list for best young entrepreneurs and companies in Europe. This is great recognition of the work we have done so far.

What woman in your field is inspiring to you and why?
If I had to choose three, I would say Limor Fried, Michal Segalov, and Kristel Krustuk. Limor and Kristel for being inspirational entrepreneurs, and Michal for her work in Google and the programme Mind the Gap, which encourages girls to study Computer Science and Maths.