

Technology should serve us, and not the other way around, Riga TechGirls

Riga, Latvia – Anete has more than six years experience in the multimedia design industry in the USA and Europe. As the Art Director at Accenture, Anete makes sure that the Latvia Accenture brand style guidelines are being followed, and takes part in the development of Digital design specialty. One of her tasks is also quality assurance for some of the client projects. Besides of Bachelor's degree in Business and Economics from University of Latvia, Anete has graduated from Nordic Multimedia Academy in Denmark as a Multimedia Designer, and has completed an exchange program at Palo Alto College (USA) in graphic design. Anete has lived in seven countries, climbed Everest base camp, helped Greenpeace in Australia to protect wales against Japanese hunters, and much more...

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy. The company employs more than 425 000 people worldwide, with offices and operations in more than 200 cities in 56 countries which serve clients in more than 120 countries. Currently there are 1400+ employees in Latvia working in the departments—SAP (ABAP), Oracle (Siebel), Advanced Technologies & Architecture (Java, Scala, .Net, PHP, Ruby, CM, Infrastructure etc.), Digital (C/C++, iOS, Android), Testing, etc., and it is the largest IT company in Latvia.



Evita: What is the scope of your responsibilities now in Accenture?

Anete: My work is divided into three-four parts. Technically the job title is Art Director. My responsibility is to follow and check if design and style guidelines are being followed according to brand identity. One side of it is an internal Latvia ATC brand, then there are also client projects, and we have a team of 20 designers, who are scattered around the world—they work closely with our clients in various countries. Very often they need

a team lead or senior designer to check if brand and design standards are being followed, if everything looks ok. One of my duties is to find new talents, going to different schools and universities to see if there are cool and talented people to join our team. I also participate in organizing workshops, for example, UX Riga, that took place recently. These workshops are related to design thinking or UX and are organized both for local audiences and the clients.

Evita: What challenges have you overcome to reach your goals?

Anete: Design is a strong part of my life, but I am not a career driven person. I would see myself more as a nature loving, outdoorsy person, who explores the nature and travels the world.

One of my biggest highlights was reaching the Everest base camp last year. It is nothing special compared to what other people do, but it was special for me. I overcame the biggest physical challenge I could stand. Normally such a hike takes 12 days, but we did it much faster and without much of preparation. It was one of the most spectacular and, at the same time, the hardest experiences I have had. It made me stronger mentally and physically to take decisions and challenges in everyday life, including my professional life.

Evita: Some women think technology is not suitable for them. How to overcome this fear?

Anete: I am not scared of technology, I am interested in it. I like futuristic things. Changing a light bulb, repairing a bike, fixing a car. A woman can do everything if there is a need. The same about men, they can do laundry and cook if they have to. My brother is a better chef than me.

Evita: Since you want to do good for the world, do you see that the work you and your colleagues do at Accenture in the technology field will make our lives more convenient and there will be more of general welfare?

Anete: Definitely. That's where the world is heading—setting people free of everyday tasks that they do not like. For example, see what IT can provide you with—simple example of switching on and off electricity or

heating when you are abroad. Very soon there will be self-driving cars everywhere, many simple factory works will be replaced by robots. Humans should be supervising the process and working closely together with all the appliances and technology. Big companies should see how to apply modern technology and engage people in adding more value. All the things we do like less, we should get some help with. There is a dangerous side in this too, because the humans are a bit lazy. Many people, if freed from simple tasks, would they really spend time on spiritual development?

In this futuristic model, there would be social benefits for everyone, and you can do extra if you want to grow and develop. But having no need or obligation to work for subsistence could also have some dangers. I do not see how it will happen simultaneously everywhere. Development of cities versus country side. Third world countries. This development may not happen equally.

Read the whole interview [here](#).



[Evita Lune](#) is a Partner who drives the firm's Global Digital Economy. She has completed over 50 senior level assignments in 29 countries within this practice, out of her total portfolio of over 600 assignments. Ms. Lune works extensively with FinTech clients from the Baltic sea region (Scandinavia, Baltics, Poland) and supports their global expansion plans in all continents by providing effective executive search solutions. As a team leader and regional director, she manages Pedersen & Partners teams in Poland, Baltics and Belarus. Her previous experience includes three years with the Stockholm School of Economics in Riga as the Executive MBA Program Director and six years with Shell in international and regional marketing management functions in Riga, Budapest, and Brussels.

Ms. Lune was a speaker at the CEE FutureTech congress in Warsaw - one of the most important business summits in Central and Eastern Europe and participated in Blockchain Pre-Accelerator Program at University of Latvia. She is also a blogger for RigaTechGirls and a Jury Member of CEE Capital Markets and FinTech Awards. Ms. Lune was recognized by Forbes as one of the top 25 most influential women in Latvia for two years in a row.

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