



MCA Awards 2018 Finalist

Digital & Technology Consultant of the Year

Seda Babur, PwC

Seda is passionate about problem-solving and working with clients in a dynamic environment. Working in consultancy allows her to work in situations where the client is facing real and immediate challenges to its business; situations that demand agility, in-depth knowledge of the industry, and an ability to work closely with the client to create the solution together. Seda's now been a consultant for almost 15 years and has been key to the sale and delivery of a broad range of challenging digital transformation projects in the insurance industry; from strategy engagements through to large-scale delivery programmes.

She has recently delivered an exceptional piece of work for a FTSE 100 insurance firm, shaping its direct commercial insurance digital proposition. Seda's digital solution set about radically changing the way the company engaged with its SME customers. She has been instrumental in helping the client articulate how the solution would need to be designed and implemented to support a more personalised approach to targeting, selling and serving its customers.

On a personal level, Seda is motivated to do well; wants to be a role model and promote diversity in workforce. She wants to show that being an authentic leader can get you to the top. She believes that's very important, because she thinks there are not enough female leaders in our industry – not in insurance, and certainly not in technology.