



Izzy Taylor

Izzy a Marketing Manager at the Catapult, responsible for marketing and communications for projects and new opportunities within the areas of satellite and 5G connectivity, health and wellbeing, intelligent transport, and in-space emerging technologies.

“My one key skill is finding out how to connect with people – within this project we need to communicate with the funders, general public, local councils, other project partners and technology companies, and our internal colleagues. Each communication needs to be tailored to who it’s aimed at and we need to investigate how best to speak to each audience so that our messages are clearly shared.”

1. How long have you been working at the Catapult?

I have been at the Catapult for 6 years and worked in several roles across the Marketing and Communications team.

2. Tell us a bit about yourself/your background

I have a background in events and digital communications but have been lucky to get to work across the Marketing and Comms team at the Catapult so have been able to learn more about other aspects such as PR. I also get to work within a lot of other teams in the company so I’m always learning about new technologies and applications from my talented colleagues.

3. What is your role within this project?

Marketing and communications for the Catapult and supporting wider project communications alongside Dorset Council and other partners.

4. What are you most looking forward to researching/achieving/demonstrating during this project?

I am really excited to see the coastal connectivity trials come to life. The team are creating connected digital signs and footfall counters for the safety of people on the beach and to support those looking after coastal safety and emergencies. These are the kind of things that can be replicated and adapted to improve coastal safety all around the UK which is amazing. I’m also looking forward to seeing the Future of Food trial with robots because it sounds so futuristic but is actually happening!

5. How do you see this project transforming lives/business functions?

I can see this project transforming businesses by showing the possibilities enhanced connectivity can offer, and by providing a space for them to create new solutions in a safe innovation environment. It can also transform safety along coasts by being able to update visitors with live information and keep coast guards aware of the number of people in an area without physically being there. This could support decisions such as where to station lifeguards for the best public safety.