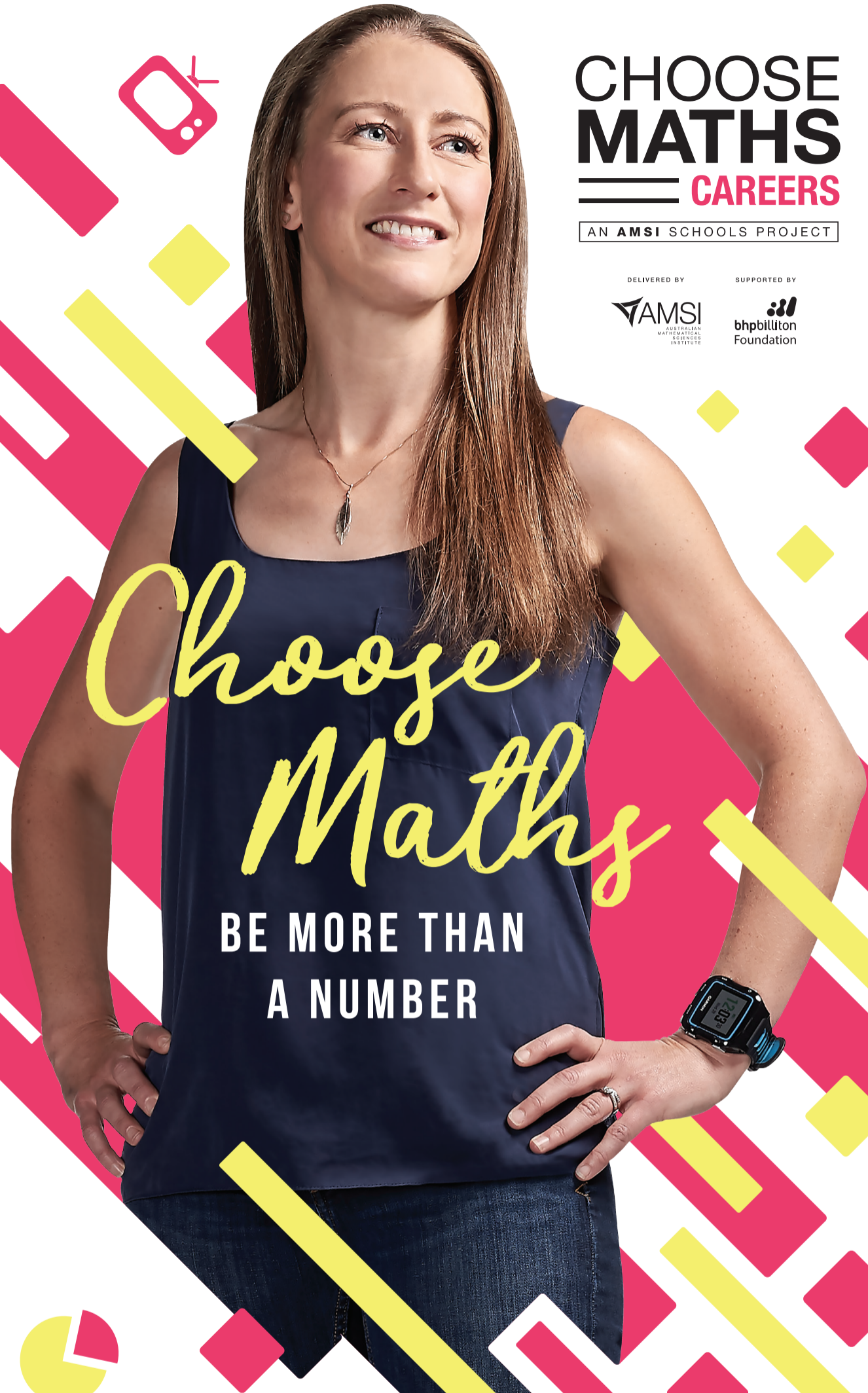


LESLEY WEST : IAMTAN0026

# CHOOSE MATHS CAREERS

AN AMSI SCHOOLS PROJECT



# Choose Maths

BE MORE THAN A NUMBER

## MARKETING ANALYST

DON'T BE SCARED OF THE WATER...

*Large global brands need to be able justify their marketing and media spend. I use maths to work out the best way they can do that.*

*When I moved to Australia, I faced my fear and learnt to swim at the age of 29. It kick-started a love of triathlons. Don't be afraid of the things that seem daunting or hard, especially when it comes to numbers. It could be the start of a new passion.*

# Lesley West

DATA2DECISIONS

LESLEY WEST HAS A BACHELOR OF MATHEMATICS & STATISTICS FROM THE UNIVERSITY OF STRATHCLYDE. SHE ALSO COMPETES AS AN AMATEUR TRIATHLETE.

C A R E E R S · A M S I · O R G · A U