

Biography

Lara McGowan

Lara McGowan is the co-founder of Advancing Eve C.I.C, an organisation that aims to support girls and women to achieve their aspirations and a second-year Business with Marketing student. Originally from the Scottish Borders, an area that relies on IT to overcome social exclusion barriers yet suffers inadequate digital infrastructure. Lara now lives in Edinburgh.

Like most students, Lara's university experience has been fundamentally and irrevocably changed by the COVID-19 pandemic. For her, learning has become a passive activity instead of the active expectation she had coming into her first year. Although she remains committed to her learning, the variances in the level of enthusiasm from others, i.e., fellow students and at times university staff, has been demotivating and challenging.

However, during her second semester, Lara took part in an IT-based business simulation that she found both engaging and highly relevant. Not only did the simulation help her identify areas of professional development, but it also highlighted aspects of personal growth that would benefit her as a business owner.

As a social entrepreneur, IT has enabled Lara to develop Advancing Eve, and while it will remain a critical aspect of the business activity in the future, the last 18-months has cemented the need for in-person social interaction as part of the business offering. Lara's interest is in finding a way to achieve the right balance between the two - online and face to face.

