



# WOMEN IN TECH: MEET VIVECA

## VIDEO TRANSCRIPT

I actually went to school and studied and prepared my entire life to be an academic. Then six months into the job, I decided I did not want to do that anymore. Accenture made a very big impact in my career search because of the possibilities of doing research and because of the emphasis on the scientific model and the process that was being done around the data science path. They really distinguished themselves as being fundamentally rooted on the academic principles that I was already working through.

I remember when I first joined, we were all talking about a storm that was coming through. I shared my life experience of my home being destroyed by a hurricane when I was young in Honduras. We started discussing this being a big issue, especially in developing countries where there's very little communication of how do you escape. It was like we were driving trying to get away, I was 15 years old, and it was nerve-wracking.

And then we started brainstorming, and as an additional activity to what our day-to-day work was, we came up with an algorithm that could redirect people in instances of natural disasters by using computer vision and help people actually evacuate.

This idea was something that we pitched and we got funding to develop fully. We wrote an academic paper, we published it, and then we built a patent around it. Accenture sponsored this patent. This is the first patent for the Discovery Lab. It started out of a conversation around the coffee machine of this storm is coming, what do we do?

That's what I look forward to today still of how do we talk to each other about things that matter to us that then end up at somehow being impactful to other people?

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