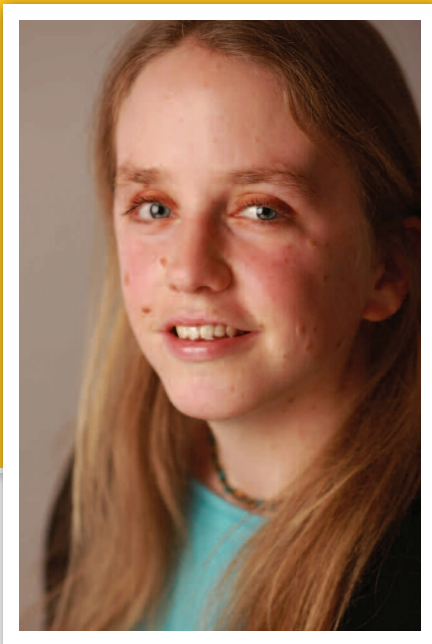


Knowledge  
Transfer  
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# Graduate Case Study

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# Associate Profile: Jessica Wardlaw

**Name:** Jessica Wardlaw  
**Qualifications:** BA Geography  
**Current Role:** Engineering Doctorate with University College London  
**Location:** London

## IN MY KTP I...

My KTP was with Dr Foster Intelligence (DFI) and University College London. The aim of the project was to introduce Geographical Information Systems (GIS) techniques into DFI's analysis and visualisation tools, expanding the scope of the company's software. My role was to develop and implement mapping applications in DFI's web-based software products, in particular the Population Health Manager (PHM) that the company is developing for Primary Care Trusts to inform more intelligent commission decisions. Being able to visualise data using maps is an important element to PHM, and the Partnership was essential in developing maps that are easy to navigate. This is now a cutting edge mapping solution and will undoubtedly drive sales of the tool and help health professionals across the country in their work.

## HIGHLIGHTS OF THE PROJECT WERE...

The highlight of the project for me was when the software was launched, it was a great achievement as there is no other product on the market that offers such advanced mapping of a vast variety of data at many geographical levels. I was also particularly proud to win an award for Collaborative Research, for the first peer-reviewed journal publication I wrote as part of the project.

## THE BEST THING ABOUT BEING A KTP ASSOCIATE IS...

The best thing about taking part in a KTP is having the opportunity to explore commercial and academic interests and see your work put into practice in a real working environment and used by real people. The training budget is also fantastic; I was able to attend lots of conferences in the UK and the US relevant to my project.

## FROM KTP I HAVE LEARNT...

I have learnt a lot of project management skills; I had to juggle the demands of the University and the company, from which I have improved my people management and negotiation skills. During the course of the project I learnt high-end IT skills, including Human-Computer Interaction and usability engineering in the context of GIS. I also gained presentation skills, both from within DFI and from speaking at some leading conferences.

## LIFE AFTER KTP IS...

I will continue the project as an Engineering Doctorate with University College London, sponsored by DFI, an opportunity for which I am extremely grateful. This means that I will continue to engage with the company for a further four years and my work will continue to greatly influence the development of the PHM and future products.

## I WILL RECOMMEND KTP BECAUSE...

It offers so many more opportunities than a normal job. For recent graduates, it provides responsibility, challenges, a strong support network, fantastic training opportunities and it is a great way to develop personally.

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*"I was also particularly proud to win an award for Collaborative Research, for the first peer-reviewed journal publication I wrote as part of the project."*