Meet Nea Publicover!
VP of Employee Development, MOBIA Technology Innovations

Nea Publicover's passion to learn led her to a career in tech. With an undergraduate degree in Accounting, and experience in Project Management, she'd be the first to say that your path to tech does not have to be a straight line. In her current role as Vice President of Employee Development at MOBIA Technology Innovations (MOBIA), Nea works with technology and technical people everyday giving her a unique perspective on the many career opportunities in tech.

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In high school, I loved every subject I took. I really didn't have a favourite subject which, at the time, was how the guidance counsellors helped you to pick a career. If you were good at sciences, you would take an undergrad in Science and decide from there; if you were good at English, you would go into an arts degree and decide from there. Tech was not presented as an option, which I hope is changing in schools now.

Tech offers so much variety in role types. Computer science, informatics, math – they are all such rich multi-faceted degrees that could appeal to a lot of students if they get exposure to them during their decision process. It is not just coding in a basement; it is problem solving and research, and continuous learning.

I chose to go into a business degree with a major in accounting after high school and eventually, after a few years of working, took my MBA.

After graduating with my MBA 16 years ago, I started with MOBIA as a Project Manager. We were called ARCOM Telecom Ltd. then, and I was the 13th person to join the company. Our owners were local, and the company had a great family feel, and they were always open to letting me try new things. As a new grad, I loved it – if I had an idea, someone would always listen, and if I worked hard, new opportunities would open for me. It was a wonderful environment!

I love it here, and I love what I do. I've had a chance to advance through the years – holding roles from business development, to marketing, to operations management. In my current role as Vice President of Employee Development, my

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team and I cover all aspects of human resources, recruitment, wellness and engagement, and employee culture at MOBIA, now a company of 350 people.

MOBIA solves customers' business challenges by applying technology to help them improve their businesses. We have business analysts, project managers, developers, admin resources, network architects, and cybersecurity specialists that all

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work together to make this happen. What's fun about tech companies is that it doesn't matter what your original discipline was, there is space for everybody. People oriented roles like mine exist in tech, as do the deeply technical roles. The best solutions come from teams with varied backgrounds and perspectives.

The people I work with here are a blast! We don't just hire people for their skills, but we want to know if you are a person who can think outside the box and think critically. That tends to make for very unique personalities, which is why I enjoy the people here so much.

Nova Scotia is becoming a great hotspot for technology. We all know Nova Scotians are fun and down to earth, but our cost of living is good, the pace of life is good, and for new students - it's a chance to be in a slightly smaller environment where your ideas can be heard. It's exciting!

Anything you see has some technology in it now. So, I think you should consider where you want to go and what role technology might play in that particular field. You can reverse engineer your own career! Career planning is a creative art – there are so many options out there for you to explore.

About MOBIA Technology Innovations
MOBIA Technology Innovations is a systems integrator and technology consulting firm with over 30 years of experience working with Canadian service providers, healthcare providers and enterprises through their technology transformations.

MOBIA delivers hardware, software and professional services with a twist – a 360° approach that lets you see the challenges from all sides and deliver ahead-of-the-curve solutions that get results.

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