

founders4schools

# WOMEN-LED BUSINESSES ARE 'DRIVING FORCE' OF UK ECONOMY

New analysis - based on open-government and LinkedIn data-sets  
- reveals how companies led by women **grow, perform and rank** - identifying the  
fastest-growing and most dynamic women-led business across the UK.



# FOREWORD

## Lauren Garey

**Banker at J.P. Morgan and Chair of the  
Diversity Advisory Committee for Founders4Schools**



When I think about the successful female entrepreneurs I know, they all have 4 things in common: they are resilient (no always means not yet), empowered (to value themselves and to challenge the status quo), they have perspective (always looking beyond the present to the future), and they focus on relationships (serving a team and a purpose larger than themselves). Female entrepreneurs always have an inner calling – sometimes explicit and sometimes implicit – to be a future leader, to be a role model, and to be the change that they wish to see in the world.

To date, Founders4Schools has been privileged to connect students with pioneering female entrepreneurs across the UK and in doing so, to continue creating future generations of female entrepreneurs. We would love to encourage all of you to continue growing the ecosystem for women in business in the UK – as founders, funders, mentors, leaders, etc – because your contributions have created not only a powerful movement highlighting the integral importance of diversity, but also an unstoppable economic driver for the UK economy. In fact, women already create and influence \$20 trillion, more than a quarter of global wealth\*, and there is a profound opportunity for that figure to continue catapulting higher. In the coming pages you will see this impact quantified in statistics, charts and personal anecdotes from fantastic female leaders.

We look forward to partnering with all of you to foster and grow future generations of female entrepreneurs and to educate and empower students about the powerful results that come from diverse leadership teams. 2017 is truly one of the best years to be a female entrepreneur – here's to creating many more years for girls to say the same!

\*Source: Centre for Talent Innovation, Harnessing the Power of the Purse:  
Female Investors and Global Opportunities for Growth 2014

## About Founders4Schools

Our mission is to inspire students and prepare them for the rapidly changing world of work. We do this by enabling teachers to invite business leaders into the classroom in just 4 minutes.

Our online platform is a free service, connecting teachers with leaders of successful growing businesses in their community. To date we have helped created over 124,000 student-employer encounters.

# THE POWER TO INSPIRE

## Sherry Coutu CBE

### Executive Chairman and Founder, Founders4Schools



Founders4Schools' mission is to inspire students and prepare them for the rapidly changing world of work. That word 'inspire' is used a lot in what we do every day, but it is the backbone of what we do. Making young people believe that what they might see as an impossible dream of running a successful business can be their reality.

The best way to inspire young women in their career aspirations is to present them with examples of real life success stories, told by women whose background may be very similar to their own. We want them to know that there are no barriers to what they might do with their lives.

Whilst the statistics might show that right now the majority of jobs in science and technology are held by men, we introduce students to the women who buck that trend, entering and leading successful businesses. We are proud at Founders4Schools to be able to share the career stories of successful women, and to highlight the growing number of women-led businesses.

We've known for some time that competitive advantage doesn't go to the nations that focus on starting companies, it goes to nations that focus on growing companies. We also know that competitive advantage is greater in those companies with female leadership. This led us to wonder whether or not the women-led companies in Britain were punching above their weight in terms of driving the economic growth of Britain or not.

For the second year, we have tracked the number of businesses led by women. Our analysis shows that companies led by women are growing rapidly, particularly in industries where the careers of the future are going to be found.

Women-led businesses with a turnover of between £1m to £250m have seen a median growth of 28.2% over the past year. Their turnover increased by over £3 billion in the same period.

The top ten sectors showing the fastest growth rate in women-led businesses over the past year will perhaps be surprising to some. Whilst Events Services, which is an industry traditionally seen as more female dominated, tops the list with an 81% median growth rate, at spots two and three on the list are technology sectors, with Information Technology and Services at 49%, closely followed by the internet sector with 45%. Computer software and is not far behind as an area of growth for women-led businesses.

These are the areas of growth across the business community, and it is good to see that women are part of the drive to grow these sectors. Their success is vital to the success of the UK economy.

Founders4Schools' work isn't only about enhancing the career opportunities for young women, it is also about improving the economic outlook of the UK. If we are to bridge the skills gap that currently results in businesses struggling to expand through the right skills not being available, we need 100% of those entering the workforce to be available for those jobs, rather than half thinking that the roles are unsuitable for them due to their gender.

A startling statistic was published last year by The Economist: 'Over the next decade, more than one billion young people will enter the global labour market – and only 40% will be in jobs that currently exist'. Whilst the 'standard' jobs that are so often foremost in minds when careers discussions are taking place will continue to be important, roles such as solicitors, doctors and teachers, we need young people to broaden their outlook in considering their future.

I hope that by now you are asking yourself the question: 'What can I do to help?'

Founders4Schools began as an extension of Silicon Valley Comes to the UK, to bring inspiring entrepreneurs to universities and schools. The feedback from parents, teachers and students was so powerful, we decided to think about how we could use technology common in other industries to the education industry. So by 2013, spurred on by encouragement from Government, industry and the educational sector, we collaborated with LinkedIn, Edubase, Duedil to create a tech platform that supercharged teachers to create student-employer encounters as easily as buying a book on Amazon.

The Founders4Schools website makes it fantastically easy for teachers to book business leaders to engage with their students, and for business leaders to accept invitations and have the information they need to take part. Whether it be talks to whole classes, careers fairs, mock interviews or workplace visits.

When asked to do so, women who have forged successful careers are also being invited by teachers to spend time in classrooms talking about what they thought they might do when they were at school, what they are doing now, what skills-sets they were looking for in the last ten people they hired into their businesses.

Sadly, the difference in the number of men and women currently available to go into schools is stark. Our site has a great feature to allow teachers to filter only women, or indeed only men, to ensure that they present a balanced picture to young people. However, all too often there are very few women in many sectors on our platform. We need to get more women into schools, but for that to happen requires more women to say yes to making themselves available to be invited, and to say yes when the invitations come.

It's very easy to register your details on the site, just go onto our website and fill in a short form about yourself. We will support you throughout the process, and work to ensure the school is prepared for your arrival.

I began by referring to Founders4Schools' role in inspiring young people. I know that for many people the idea of being able to inspire others might not always sit easily, but you would be amazed by what talking about your educational and career path can achieve. Research shows that students who have 4 student-employer encounters are 5 times less likely to become NEET, and 3 times more likely to choose a STEM subject.

It might be that your personal story of how you got to where you are today resonates with just one particular child in a class. That could be the moment that makes them think that if you could do it, so could they. That just because their parents aren't working in a particular sector, or perhaps aren't working at all, this doesn't mean they can't aspire to. It might make them think about their subject choices because they can see how they might link to their future career, rather than just being abstract decisions to get them through the next couple of years at school.

By stepping forward and giving your time to go into one of your local schools could make a big difference to a young person's future. Everyone really does have the power to transform lives.

# COLLECTED STORY 1

**Jacqueline de Rojas, MD of Sage**

## **A woman in tech. And loving it.**



Clare began her career in events over 20 years ago, and has sArtificial Intelligence, software-defined vehicles, contactless payments and extensive use of drone technology..... we have seen unprecedented change at unprecedented rates and all driven by massive advances in technology.

It's been hard work at times but I consider it a privilege to be part of such an exciting, world-changing industry which has ignited such passion in me, and many of those I've worked with.

We are creating more jobs than we can fill though, so we need an urgent drive to close the current skills gap with women returners and by inspiring children into STEM subjects at school to prepare them for the jobs of the future that don't yet exist. Our industry is leading the way in building more diverse workforces for the future and enabling opportunity for all. Workplace diversity isn't simply an aspiration, it's an asset and there are big productivity benefits to be had.

I firmly believe that with the right partnership and investment, Britain can build the highly skilled, diverse workforce we so badly need. The technology industry is pioneering the development of the connected car, smart cities, big data, gamification and the Internet of things - not to mention AI and chatbots. These are all incredibly exciting initiatives that are changing the face of business and shaping the world in which we live.

Together, it's our job, our mission, to continue to grow the economy - by using smart technology and the passion of our brilliant people in the UK technology industry to unlock the potential of our businesses and potential entrepreneurs, and create a digital nation of significance. Let's inspire the next generation to join us. This is just the start of the exciting tech revolution, enabling the business of tomorrow and empowering tomorrow's leaders.

We're on a one-way journey to a digital way of life across the globe. The demand is out there. Our passion is here. Can we navigate hurdles and push boundaries - to realise opportunities? Absolutely we can. It's our time in tech. There's never been a better time to be a woman in business. Let's seize the day.

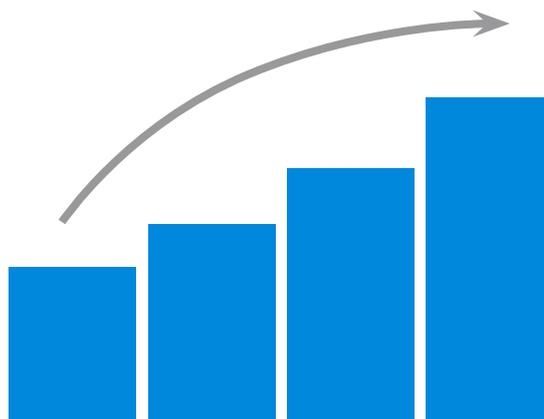
Come on in, the water's lovely. #Ambition #Confidence

Women-led companies

£1–£250 Million

871

are expanding at a  
Median Growth rate of  
**28% a year**



## COLLECTED STORY 2

### Emma Sinclair MBE, Co-Founder of EnterpriseJungle



Truth be told, I was never the best student. I finished my homework on the coach to school and crammed before exams. Fortunately I got away with it and teachers not only taught me Maths and French but also life skills and negotiation techniques (including ways to justify being late with my homework!) And I was fortunate to have parents who did their best to feed my interest in business.

It was on the way to that school coach that my father used to pass me the newspapers to read him share prices ever morning from the age of 4. 'What's the share price?' is a game we played for 14 years.

Whilst at school, I never tried to get out of sports and swimming like so many peers but feared drama and speaking in front of people. But when I found supportive teachers, discovered the school library and unearthed subjects that truly engaged me, I came out of my shell.

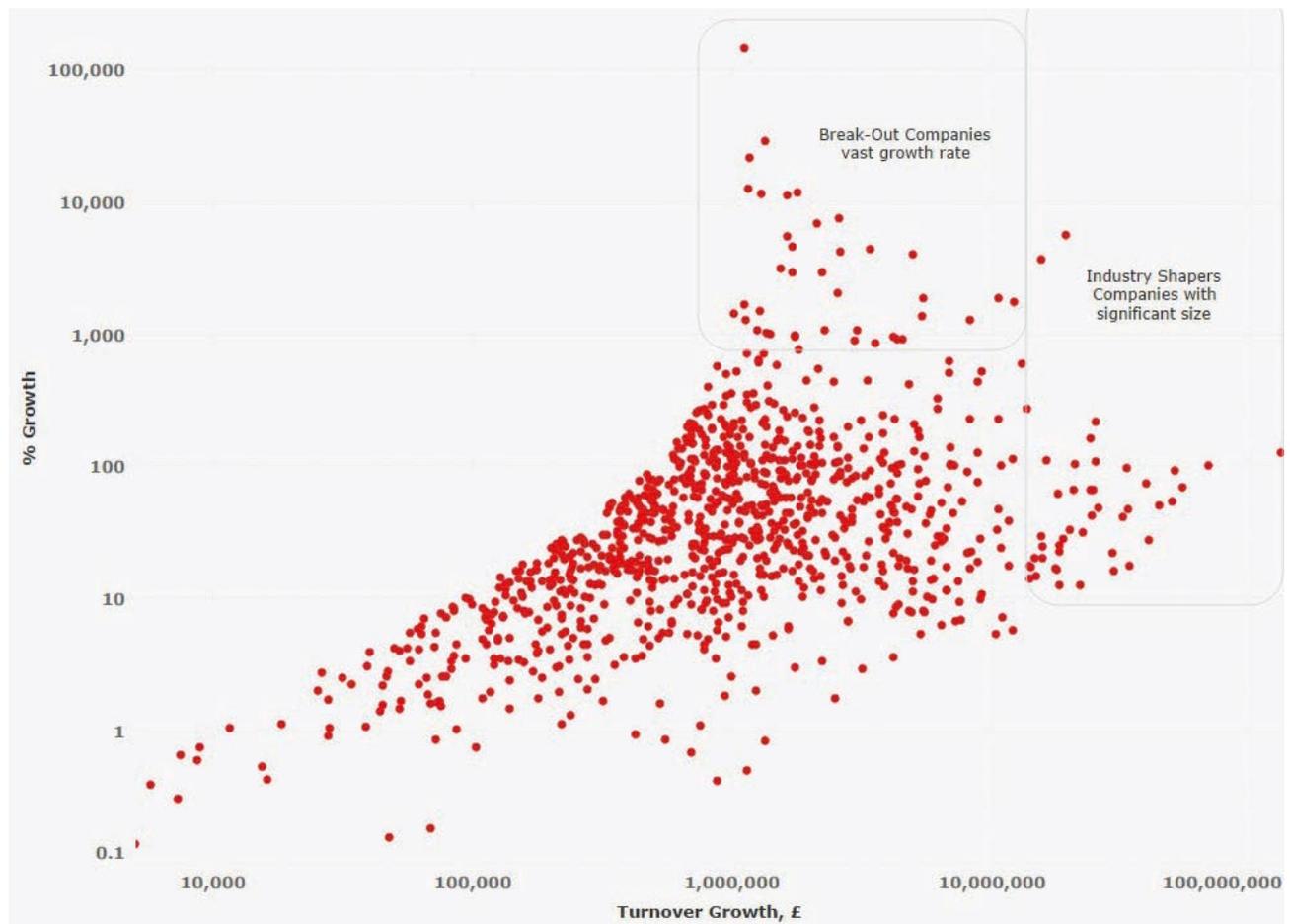
Economics was at the heart of an essay I wrote at 14 that won our school a place at the first ever European Youth Parliament. It encouraged me, despite being mortally shy, to lead that delegation overseas and go on to lead many more debate teams.

Fast forward to 29 and I IPO'd a company on the London Stock Exchange. I now co-lead a tech company and before the age of 40 received an MBE for services to entrepreneurship. And I regularly speak publicly with no notes. All things my younger self would never believe.

During my school years I made lifelong friends. This great education my parents worked so hard to get me started the chain that led me to where I am today. Grades to get into university and win internships and ultimately, the credentials, confidence and connections to do what came next.

To quote Mandela, "education is the most powerful lesson you can use to change the world." And I concur.

## Turnover growth (GBP) vs growth Rate (%). Log scales used



Women-led businesses punch above their weight driving their communities economic growth.

Women-Led businesses have a median growth rate of 28% per year and added over £3 billion to the UK's bottom line in the past twelve months.

553 of them are growing at 20% per annum and 343 are growing at more than 50% per annum.

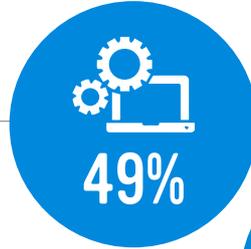
These pattern of women-led businesses looks like this - you can see that there are a number of smaller ones, but also larger ones. The red-dots on this graph illustrate the tech companies versus the 'non-tech companies', so you can see that it is not just 'tech' companies that predominate - in fact, the sector diversity is pretty amazing.

# Top 10 Sectors Led by Women

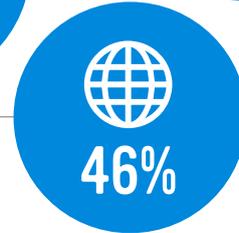
1. Events Services 81%



2. Information Technology 49%



3. Internet (46%)



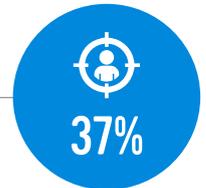
4. Management Consulting (45%)



5. Financial Services (38%)



6. Staffing & Recruiting (37%)



7. Computer Software (23%)



8. Marketing & Advertising (18%)



9. Insurance (11%)



10. Hospital & Healthcare (9%)



# SECTOR HIGHLIGHTS

## Sector: Event Services

Name of the Company: **Small Planet Meetings Ltd**

Name of Leader: **Clare Morrow**

Title: **Founder & Chief Executive Officer**

LEP: **Buckinghamshire Thames Valley**

Clare began her career in events over 20 years ago, and has specialised in providing project implementation and event logistics to the healthcare industry for the past 13 years. Clare created Small Planet in 2002, to focus specifically on the healthcare sector.



## Sector: Information Technology and Services

Name of the Company: **Inspire Corporation Ltd**

Name of Leader: **Sue Arnold**

Title: **Managing Director**

LEP: **Coast to Capital**

Inspire is a specialist IT services company with a passion for people and technology. They deliver IT resources as a professional service across EMEA, helping businesses achieve their objectives and providing real value. The company has been involved in a number of cutting edge projects, including the IT infrastructure design and delivery for the UK's first 4G mobile service.



## Sector: Internet

Name of the Company: **Decoded Ltd**

Name of Leader: **Kathryn Parsons**

Title: **Co-Founder & Co-CEO**

LEP: **Oxfordshire**

Kathryn co-founded Decoded in January 2011. A company on a mission to demystify the digital dark arts, making technology education amazing and empowering anyone with an understanding of the languages behind the screen. Decoded's face-to-face and digital learning experiences span code, data, cyber security, the internet of things and beyond.



## Sector: Management Consulting

Name of the Company: **Redshift**

Name of Leader: **Janice Hughes**

Title: **Co-Founder & Director**

LEP: **London**

Janice is a founding Director of Redshift Strategy Consultants and of Spectrum, a global management consultancy she set up in 1994. She created the European TMT Practice for Booz Allen & Hamilton, and prior to that she was the MD of the Economists Advisory Group.



## Sector: Financial Services

Name of the Company: **finnCap Ltd**

Name of Leader: **Sam Smith**

Title: **CEO**

LEP: **West of England**

Sam founded finnCap in 2007, leading the buyout of JM Finn's corporate advisory and broking division. She started her career in 1998 when she joined the private client broker JM Finn, after qualifying as a chartered accountant with KPMG. Sam has worked on over 200 transactions, IPOs and secondary fund raisings.



## Sector: Staffing & Recruiting

Name of the Company: **Equal Approach Ltd**

Name of Leader: **Dawn Milman-Hurst**

Title: **Founder and Chief Executive Officer**

LEP: **Greater Birmingham & Solihull**

Dawn left a distinguished career within HR, talent management and commercial operations to pursue her passion for behavioural science and inclusion, resulting in her establishing Equal Approach in 2005. A champion of creating a level playing field for diverse talent, Dawn has led projects spanning over 10 years, which have shown sizeable increases in underrepresented talent being recruited, retained and promoted within a range of public and private sector organisations.



## Sector: Computer Software

Name of the Company: **Trainline**

Name of Leader: **Clare Gilmartin**

Title: **CEO**

LEP: **London**

Clare is an experienced Managing Director of Online Companies, operating in the UK & European markets. She has a strong track record of accelerating growth, and recruiting and developing high performance teams.



## Sector: Marketing & Advertising

Name of the Company: **Tap Event Technology**

Name of Leader: **Gemma Cocker**

Title: **Founder and Chief Executive Officer**

LEP: **Greater Manchester**

TAP builds smart technology so Event Producers and Partners can deliver a more tailored event experience. Gemma's previous positions included Digital Producer and Creative Director with Rosy Cheeks Productions, and a Solicitor with KPMG.



## Sector: Insurance

Name of the Company: **Action 365 Ltd**

Name of Leader: **Sam White**

Title: **CEO**

LEP: **Cheshire & Warrington**

Sam is a serial entrepreneur, setting up her first business at the age of 24. Action 365 Ltd is a family owned and managed business. It is a private Limited Company which was set up in 1999 from its base in Cheadle, Cheshire.



## Sector: Hospital & Healthcare

Name of the Company: **Oncology Systems Ltd**

Name of Leader: **Julie Mead**

Title: **Co-founder & Clinical Director**

LEP: **The Marches**

Oncology Systems is a clinically focussed UK radiotherapy company, manufacturing and distributing leading clinical radiotherapy systems. Software development of clinical medical imaging systems for radiotherapy QA and planning, with international sales.

## Sector: Education Management

Name of the Company: **Mabway Ltd**

Name of Leader: **Anne O'Reilly**

Title: **Managing Director**

LEP: **Enterprise M3**

Anne served in the Royal Navy for 9 years as a weapons systems analyst before having a career break to raise two children to school age. She went onto hold a number of roles, and started Mabway Ltd 2004. Mabway deliver managed services to the government and industry including exercise support, training and security services.



# COLLECTED STORY 3

## Natalie Campbell, Founder of A Very Good Company



We shouldn't underestimate the importance of two things when it comes to increasing the numbers of women leading businesses in the U.K.

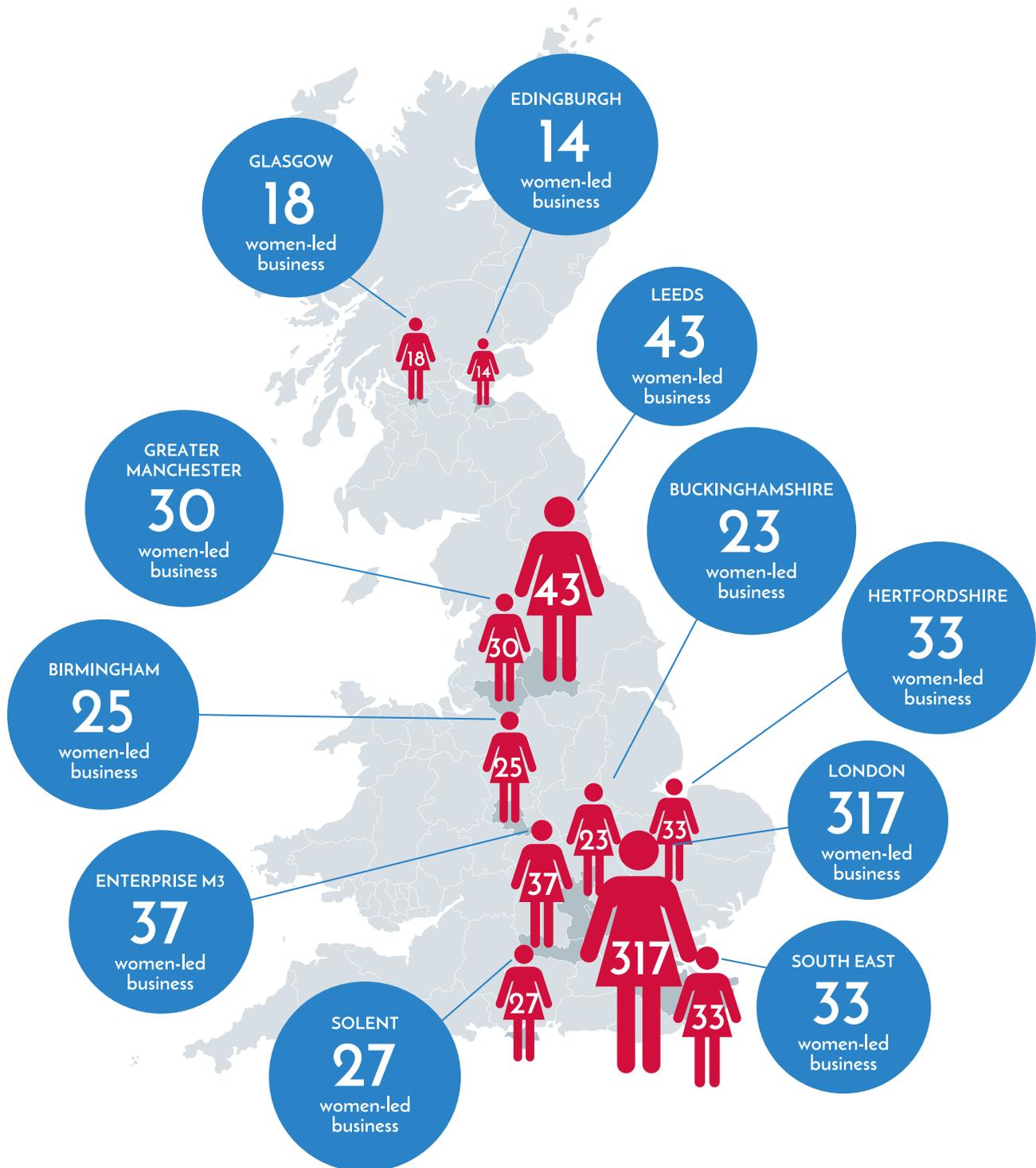
The first, for me, is the game-changer and it's this: cultivating an entrepreneurial mindset. Nurturing this typing of mindset and the skills associated with it in young women and girls would ensure that they know they have both the power and agency to achieve anything they set their heart and mind to. The entrepreneurial mindset for me, means resilience, passion, creativity and determination. They are the four things that have helped me build both my business but also my broader civic leadership role. I haven't waited to be 100% right about something before saying it or applying for a role, which is what we're taught. I know I am resourceful enough to work things out and passionate enough to do the work required to get things done. It was actually my wonderful teachers, around Year 9 that opened my eyes to the possibilities if I honed my 'raw and rebellious talent'.

The second thing is role models. Now, I don't believe role models always have to female but it certainly helps. I learnt the term CEO through 90s hip-hop and I aspired to be Puff Daddy, it wasn't until much later in my career that I noticed how few women in business I could name but I had business role models and I researched them, read about them and copied them as much as possible. We, as female leaders need to be visible, present and proud of who we are so that another 11, 14, or 16 year old girl can have both a musician and businesswoman as her inspiration.

Lastly, for the women still building businesses or just about to start we need to remember to run our own race not the one we think we should or are told to run. That's my secret to success, but it's not a secret as I learnt it from Puff Daddy at 15.

# NATIONAL GROWTH

Women-led business with a turnover of over £1 million



# CITY HIGHLIGHTS

## Birmingham

Name of the Company: **Silver Lining Solutions Ltd**

Name of Leader: **Amanda Westwood**

Title: **CEO**

Silver Lining Solutions enables organisations to pinpoint and replicate the employee skills, knowledge and attributes that drive the best business. An accomplished business leader, Amanda has held various executive level positions with global technology giants.



## Cambridge

Name of the Company: **The Cambridge Satchel Company**

Name of Leader: **Julie Deane OBE**

At the end of 2007 Julie wanted to raise the money to move her eight-year-old daughter from a school where she was being bullied into a school where she would thrive and be happy, and came up with an idea to make traditional leather satchels for the schoolchildren of Cambridge. The company is now a handmade-in-Britain worldwide phenomenon employing more than 100 people and selling to over 120 countries.



## City of Edinburgh

Name of the Company: **Web Rigging Services Ltd**

Name of Leader: **Johannah Bisset**

Title: **Director**

Emma co-founded Web Rigging Services in 2006, growing the company by developing innovative access and containment solutions. The product delivered up to up to 80% time savings compared to scaffolding on projects.



## Glasgow City

Name of the Company: **Net Talent Ltd**

Name of Leader: **Yvonne Whelan**

Title: **CEO**

Yvonne has over 25 years experience within Sales and Management, and over 18 Years within IT recruitment. Net Talent works in partnership with businesses that seek highly skilled Technical, Digital and Data and Consultancy professionals within IT and ecommerce market.



## Greater Manchester

Name of the Company: **Chameleon Studio Ltd**

Name of Leader: **Rachel Richards**

Title: **Owner**

Chameleon Studio is a graphic design company. The company works on web design, identity and design for print projects.



## Leeds

Name of the Company: **Purely Nutrition Ltd**

Name of Leader: **Dr Jennie Cockroft**

Title: **Director of Nutrition**

Purely Nutrition is a nationwide nutrition consultancy business, harnessing the collective expertise of over 150 of the UK's finest degree-qualified registered nutritionists and dietitians.



## London

Name of the Company: **LoveCrafts**

Name of Leader: **Cherry Freeman**

Title: **Founder**

LoveCrafts provides everything a crafter needs - get inspired, choose your design, plan your project, buy your tools and materials, get advice and education and share the results. Its unique combination of content, commerce and social has achieved significant growth since the launch in late 2012 of its first global craft community, LoveKnitting.com.



## North Eastern

Name of the Company: **International House**

Name of Leader: **Patricia Mullen**

Title: **Executive/Marketing Director & Co-owner**

Patricia is co-owner of International House Newcastle. She is responsible for the everyday running of this busy language school with her fellow Directors. She shares responsibility for the recruitment of staff, development of the company and promotion overseas and in the local market.



## West of England

Name of the Company: **Creative England Ltd**

Name of Leader: **Caroline Norbury**

Title: **Founder & CEO**

Caroline is founder and CEO of Creative England, an incubator and accelerator dedicated to unlocking creative talent and businesses; helping them to achieve their full creative and commercial potential. With offices based throughout the country, Creative England has an established network of hundreds of creative practitioners and businesses. They invest in creative and digital media businesses to help them create new IP, generate value and scale in their businesses.



# COLLECTED STORY 4

## Debbie Woskow, CEO and Founder at Love Home Swap



There has never been a better time to be a female entrepreneur in the UK. One in ten women dream of building their own business empire but many do not take the leap because they lack confidence.

I say just take a deep breath and go for it.

I've been an entrepreneur my whole life and I wouldn't swap it for any other profession.

I still remember my first taste of entrepreneurship, I was in school and won a Young Enterprise award for setting up a business selling hair scrunchies (it was the 80's). From that moment, I knew I wanted to be my own boss.

Aged 25, I launched my first 'proper' company - a PR and marketing consultancy called Mantra and through sheer hard work and determination, I was able to build it to an award winning company that was worth millions.

Since then I've gone on to build another three businesses. I'm CEO at Love Home Swap, which is the world's largest home swapping company and I've just started two new ventures.

AllBright, which provides the funding and support to help female entrepreneurs start and scale businesses. And through AllBright, I've also founded ShareStyle - a marketplace for style services.

In business, people are often forthcoming with opinions about your idea. My advice for founders is as follows: never listen to anyone who tells you your idea won't work; develop a thicker skin (things go wrong every single day and not everybody will like what you are doing or how you do it), and be prepared to let your idea develop and change. Success is all about grit.

Research shows that female founders deliver higher returns than their male counterparts and if just a fifth of those who wanted to start a business did so then we would add over £10 billion to the UK economy by 2020. My mission is to help make the UK the best place in the world to be a women entrepreneur - and a better place than ever to do business.

# COLLECTED STORY 5

## Clare Gilmartin, CEO, Trainline



Throughout my career, I've built and led diverse teams. Half of the world's most talented people are women & girls, so of course we need women well represented in leadership roles

We need more women at the top, not just in business, but in politics, sciences, the arts and other walks of life. Previous generations fought for the vote, maternity policies and much more. We have to capitalise on that, we have to be part of decision making at the highest levels.

I'm a busy working mum with three children. I could easily spend 15 hours a day at the office, but I'd never get to see my kids. That's too high a price to pay. As such, I stay focused while on the job and measure myself on results, not on hours spent at work.

There is a lot that can be done to help more women get to leadership level.

First, we must do more to encourage school-aged girls to study maths and be more participatory in areas such as the arts and sports – too often girls rule themselves out of future business and tech careers as a result of choices made at school.

Also, I've seen too many women struggle to assert themselves at the early stages of their careers, particularly in male-dominated environments. 'Practice makes you perfect.' The more you push yourself to speak up, the easier it gets. So just dive in and get on with it. You will make mistakes, I do, but don't beat yourself up – learn and move on.

Thirdly, there's the correlation between women starting families and the drop off in women at middle management stage. Women shouldn't be timid or apologetic about fighting for flexibility at a given life stage. There's much more room for negotiation and compromise in the workplace than many realize.

I think there is so much to gain from having more women in leadership roles, I see it as a real mission for our generation.

# METHODOLOGY

To identify the companies, Founders4Schools combined key financial performance indicators from DueDil with LinkedIn.

## Company status

- Companies must be active and registered in the UK.
- Women-led includes Non-executive directors.
- Companies with less than £1 Million in revenues are excluded from the analysis.
- Companies that were not growing were excluded from the analysis.

## Sector benchmarking

Having identified the long list, the eligible companies are then separated into their LinkedIn Standard Industrial Classification (SIC) grouping.

Within each SIC sector, the companies are ranked by their individual growth rate; and those that have most outperformed their sector averages are identified.

## Size and age

Independent company or consolidated group revenues must be above £1m based on latest Companies House filings which were obtained via the DueDil Fintech startup.

## School Status

- School data is supplied by Edubase
- Teacher data is derived from the requests made by teachers.

## Student-Employer Encounters (SEE)

Student-Employer Encounters are calculated by multiplying the number of students by the number of business leaders they encounter using the Founders4Schools platform.

## Event type

Please see the event types organised using the Founders4Schools platform.

- Role Model
- Careers Fair
- Workplace Visit

## Validity are subject

Data and companies listed in these pages to change.

# FOUNDERS4SCHOOLS DIVERSITY AMBASSADORS AND COMMITTEE

## Chair

Lauren Garey..... Banker, J.P. Morgan

## Committee

Sue Black..... UK Government Advisor, Technology Evangelist & Digital Skills

Catherine Brown..... Non Executive Director, Cabinet Office

Jennie Byun..... Co-Founder & Producer, Isabella Forum

Amy Clarke..... Co-Founder, Tribe Impact Capital

Emily Cox..... Director of Public Affairs, Virgin Money

Sarah Luxford..... Director, Nexec Leaders, & Co-Founder, TLA Women in Tech

Kelsey Lynn-Skinner..... Partner & Director, Tech Ventures at Imperial Innovations

Grace Maa..... Co-Founder & Producer, Isabella Forum

Jo Morrell..... COO/Commercial Director, The Pool UK Ltd.

Diane Perlman..... Global Chief Marketing Officer at MassChallenge

Nicola Ruane..... Senior Manager, Sustainable Business & Finance, EY

Sonal Sachdev Patel..... CEO of GMSP Foundation, Founder of Shriyani

Lynne Smitham..... Co-Founder & Trustee, The Kiawah Trust

Jo Tasker..... Managing Director, Jo Tasker Consulting Ltd.

Anne Vigouroux..... Senior Marketing Strategist, AXA

## Ambassadors

Roma Agrawal..... Structural Engineer & Author

Rhonda Alexander..... Director, Cherry London

Tamara Box..... Head of Structured Finance, Reed Smith

Diane Cote..... Group Chief Risk Officer, London Stock Exchange Group

Janet Coyle..... Principal Advisor for Growth, London & Partners

Jacqueline de Rojas..... Managing Director, Sage, and President of TechUK

Tamara Gillan..... Founder & Chief, Cherry London

Gemma Godfrey..... Founder & CEO, Moola, & Celebrity Apprentice Advisor

Matthew Gwyther..... Editor of Management Today

Vana Koutsomitis..... Co-Founder & MD, DatePlay

Dawn Miller..... President & CEO, AXA Insurance Company (US)

Anne Ravanona..... Founder & CEO, Global Invest Her

Shiza Shahid..... Co-Founder, NOW Ventures & Malala Fund

Kirsty Watt..... Head of Academy Ambassadors, New Schools Network

founders4schools

## GIVE ONE HOUR TO INSPIRE STUDENTS AT A LOCAL SCHOOL

You can change the life of young people by sharing your story. Please encourage other female business leaders to 'go back to school' with Founders4Schools today!

<http://Founders4Schools.org.uk/leaders/signup>

email: [info@founders4schools.org.uk](mailto:info@founders4schools.org.uk)

