

MarketingWeek



F U L L L I S T

I N P A R T N E R S H I P W I T H



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Forewords

Welcome to the sixth CX50 list of the UK's top 50 customer experience professionals.

Cognizant is delighted to have joined forces with Marketing Week and Adobe to highlight and celebrate the innovators and change-makers leading the way in customer experience (CX).

It's a pivotal moment for CX as the pace of change steps up yet again. There are more opportunities to reimagine experiences than ever before, particularly with the potential of generative AI. Whilst exciting, CX leaders are challenged to adapt, fulfil ever-expanding customer expectations, and make the most of the emerging modern technology landscape.

Businesses that are winning in experience still place customer-centricity, brand purpose, sustainability and transparency at the heart of their CX strategy. Now, they are combining this with active exploration of a new wave of strategies and technologies. Uniting the proven with innovation is what enables them to deliver the next generation of faster, seamless, intuitive and flawless experiences.

This year's CX50 highlights the 50 leaders who are successfully navigating this wave of change.

Congratulations to them all.



Rohit Gupta
Managing Director, UK and Ireland
Cognizant



Ian Barlow
Head of DX, UK and Ireland
Cognizant



James Lennon
Sales Director, UK and Ireland
Cognizant Netcentric

At Adobe we believe today's digital leaders have the unenviable challenge of keeping up with the lightning pace of marketing innovation, while delivering personalised experiences for customers.

The best go even further, and create highly personalised experiences for every customer, on every channel, in real-time, that not only deliver results today, but position their organisation for future success.

We are proud to partner with Cognizant and Marketing Week on CX50 to celebrate those individual leaders.



Suzanne Steele

Vice President and Managing Director, United Kingdom, Ireland, Middle East and SSA
Adobe



Russel Parsons
Editor-in-chief
Marketing Week

Few of us had a fun year in 2023. Growth was insipid, budgets were constrained and whatever extra money customers could spend went mostly down the drain of inflation. Add to this the corporate nervousness around the wars in Ukraine and the Middle East, and the political polarisation across the West, and the environment was far from conducive to investing in customer-centricity.

If things don't exactly look rosy now that we've turned our calendars to 2024, they at least look a bit less uncertain. Most brands seem to know what they have to spend, even if it's less than it was before. Time, then, to regain composure and remind ourselves what the best brands never forget: that regardless of the economic climate, we are nowhere without our customers.

And this, once again, is where the CX50 comes in. For the sixth time, Marketing Week – along with Cognizant and Adobe – has scoured the terrain to find the best examples of customer focus that the UK can offer. We've used our tried and tested approach to identify the top 50 customer experience professionals in the country, highlighting both pioneering product innovations and basic good service, as well as everything in between.

That's not to say we're standing still. We've done a few things differently in 2024, namely expanding the list outside the consumer sphere to look more deeply into the B2B and public sectors – thus offering more detailed and diverse perspectives on how brands create customer value across the whole economy. But the common dedication towards one simple goal remains plain: the pursuit of better experiences that benefit customers and businesses alike.

Methodology

The Marketing Week CX50, in partnership with Cognizant and Adobe, is the pre-eminent annual list of the UK's top 50 customer experience professionals, now in its sixth year.

For 2024, we have taken a new sector-driven approach to compiling the CX50 list, in an effort to better represent the diverse range of customer experiences and priorities present across the economy – particularly increasing its coverage of B2B organisations and the public sector compared to previous years. The CX50 2024 is divided into the following five sectors, each featuring 10 professionals:

- Retail, consumer goods, travel and hospitality
- Financial services
- Public sector
- Manufacturing, logistics, energy and utilities
- Life sciences

Our criteria and methodology for determining the CX50's members remain the same as in previous years. In order to create a pool of candidates, we combine nominations from Marketing Week and Cognizant's professional networks with independent measures of brands that perform highly on CX. To select the final list, we then assess individuals' achievements in the past year and over the course of their careers against the three criteria of impact, innovation and influence.

The CX50 members possess an eclectic set of skills and responsibilities, all crucial in the effort to deliver exceptional customer experience, so while we have not split the CX50 2024 into the five categories we have used previously, these nevertheless remain relevant as descriptions of who the CX50 are and what they embody, namely: organisational leaders, brand guardians, technologists, disruptors/challengers and growth drivers.

CX50 2024

RETAIL, CONSUMER GOODS, TRAVEL AND HOSPITALITY

Clara Beattie	<i>Head of Technology – Marketing, Online and Retail</i>	Morrisons
Annika Bizon	<i>Marketing and Omnichannel Director, UK and Ireland</i>	Samsung Electronics
Paula Bobbett	<i>Chief Digital Officer</i>	Boots
Stephen Cassidy	<i>Managing Director, UK and Ireland</i>	Hilton
Jack Constantine	<i>Chief Digital Officer</i>	Lush
Gavin Forth	<i>Marketing and Digital Director</i>	Jet2.com and Jet2holidays
Leanne Gaughan	<i>Head of Ecommerce</i>	Whitbread
Sara Holt	<i>Group Marketing Director, UK and Europe</i>	Merlin Entertainments
Neal Jones	<i>Chief Sales and Marketing Officer, EMEA</i>	Marriott International
Charlotte Lock	<i>Customer Director</i>	John Lewis Partnership

CX50 2024

RETAIL, CONSUMER GOODS, TRAVEL AND HOSPITALITY



Clara Beattie

Head of Technology – Marketing, Online and Retail
Morrisons

Clara Beattie is accountable for the transformation of technology at Morrisons, ensuring the supermarket has the right tools, processes and ways of working to deliver new digital products at the speed required in today's retail sector.

In her time with Morrisons, she has been responsible for developing customer websites and apps, as well as the systems behind the Morrisons More customer loyalty programme, and technology to enable the onboarding and management of wholesale customers. She has amassed particularly strong experience within the fields of ecommerce, marketing technology, CRM and data.

Before she joined Morrisons in 2021, Beattie set the digital product strategy at Daily Mail Group, leading large transformations of people, processes and systems. That followed 18 years in various roles at Direct Line Group (previously RBS Insurance), where she started her career. She says that “curiosity and hunger for a challenge” have been constant features of her career, spent developing commercial partnerships and customer relationships as well as digital platforms.



Annika Bizon

Marketing and Omnichannel Director, UK and Ireland
Samsung Electronics

“My team and I spend a lot of time talking to and about our customers, finding out their behaviours, purchase drivers and shopping habits,” says Annika Bizon, explaining how she combined Samsung’s UK and Ireland marketing and omnichannel functions to put customers at the heart of everything – whether it be through insights from focus groups, consumer research or sales data. In January 2024, she was given expanded responsibility for mobile experience in Ireland.

As well as keeping her finger on the customer pulse, she is also at the centre of driving forward new product offerings. For example, Samsung is constantly expanding its device ecosystem – including wearables, hearables and large devices such as TVs – with partnerships such as Disney+ being invaluable to this. The brand has also made foldable smartphones one of its strategic product priorities globally, and Bizon is closely involved in efforts to get the new technology into more consumers’ hands, giving them the confidence to buy.

She is undoubtedly positioned at the forefront of the UK tech industry, being a member of Meta’s advisory board in addition to her Samsung role. Looking ahead, she sees artificial intelligence playing a growing role in the creation and delivery of relevant marketing content.

“

My team and I spend a lot of time talking to and about our customers, finding out their behaviours, purchase drivers and shopping habits.”

Annika Bizon, Samsung

CX50 2024

RETAIL, CONSUMER GOODS, TRAVEL AND HOSPITALITY



Paula Bobbett
Chief Digital Officer
Boots

Part of the Boots executive leadership team since April 2022, Paula Bobbett brings deep knowledge of analytics, ecommerce and marketing to the role of Chief Digital Officer, having previously served as Director of Boots.com and before that in senior positions at Dixons Carphone and Avon.

Since first joining Boots in December 2020, Bobbett has been at the centre of driving huge growth in online market share and sales – the latter being 60% higher than pre-pandemic levels by May 2022. She has led on significant user experience improvements to the retailer’s online basket and checkout processes and has laid the technology foundations for future innovation. She was also instrumental in setting up Boots’ Deliveroo partnership, which enables fast delivery of many product ranges from nearby stores.

In the newly created Chief Digital Officer role, Bobbett is responsible for delivering digital transformation at scale and speed across Boots’ commercial operations.



Stephen Cassidy
Managing Director, UK and Ireland
Hilton

It should be no surprise that Hilton excels at customer experience, given it continues to uphold its founder’s vision “to fill the earth with the light and warmth of hospitality”. Senior vice-president and managing director Stephen Cassidy takes ultimate responsibility for delivering on Conrad Hilton’s promise in the UK and Ireland, and therefore for the company’s top 10 status in KPMG’s UK Customer Experience Excellence rankings for 2023.

With 175 hotels across the UK and Ireland, among other things Hilton guests have access to an app that enables booking, check-in and keyless room entry, as well as flexibility to choose optional extras such as breakfast – a key factor in its Honors programme being the fastest-growing loyalty scheme in the sector globally. It is Hilton’s staff that enable consistently high service levels to be maintained, and the company’s support for them is clear, having been named best workplace in the world by Fortune and Great Place to Work. Cassidy has particularly advocated giving more opportunities to people with learning disabilities, saying: “Building an inclusive workplace which allows every individual to thrive is fundamental to the success of any business.”

In the UK specifically, Cassidy oversaw refurbishment of the brand’s oldest UK hotel, the London Hilton on Park Lane, in 2023. And his vast sector experience was also recognised in his elevation to the role of chair of industry body UKHospitality.

“

Building an inclusive workplace which allows every individual to thrive is fundamental to the success of any business.”

Stephen Cassidy, Hilton

CX50 2024

RETAIL, CONSUMER GOODS, TRAVEL AND HOSPITALITY



Jack Constantine
Chief Digital Officer
Lush

“I invent bath bombs whilst navigating the digital landscape for Lush,” is how Jack Constantine neatly summarises his own role at the cosmetics manufacturer and retailer. The brand regularly features highly in customer experience rankings, which is testament to the unwavering attention it pays not only to delighting customers but also to its ethical principles, which include fighting animal testing and minimising packaging.

Constantine’s job is to generate the same good will from customers in the digital sphere, and he has developed principles governing Lush’s presence there: open source and free software, ethical privacy and data, and ethical hardware and e-waste management. “If we can put a marker in the sand and strive to be better, hopefully the rest of the market – and then the world – will follow suit,” he says.

In particular, Lush took a stand last year in moving a third of its digital spend away from platforms such as Google and Meta as part of its ‘big tech rebellion’, preferring to engage smaller communities in environments such as the metaverse. Constantine has also been behind storytelling initiatives such as Lush’s takeover of the Outernet venue in London with a multisensory digital experience last December.



Gavin Forth
Marketing and Digital Director
Jet2.com and Jet2holidays

Jet2.com and Jet2holidays are accustomed to receiving recognition for customer experience, with a host of recent accolades from various bodies both in and outside the travel sector – including Which? Travel Brand of the Year in both 2022 and 2023. In his 11 years working on the brands, Gavin Forth has played no small part in that success.

He has been behind campaigns and partnerships such as tie-ups with ITV over the past two summers, which saw competition winners get a Love Island-style trip courtesy of VIBE by Jet2holidays, the brand’s offering targeted at millennials. Forth is also unerring in communicating the “VIP experience” the Jet2 brands offer all customers.

Prior to joining the company in 2013, he had stints at GHD, Orange, Boots and Guinness.

“

If we can put a marker in the sand and strive to be better, hopefully the rest of the market – and then the world – will follow suit.”

Jack Constantine, Lush

CX50 2024

RETAIL, CONSUMER GOODS, TRAVEL AND HOSPITALITY



Leanne Gaughan
Head of Ecommerce
Whitbread

With a remit covering the Premier Inn brand in the UK and Germany, as well as its InnBusiness offering for corporate bookings, Head of Ecommerce Leanne Gaughan has wide-ranging responsibilities covering ecommerce products, content and merchandising, the user interface and experience, and marketing technology and automation. Working within the commercial function and reporting into the executive committee, she is ultimately accountable for driving revenue through digital products.

In her current post since 2020, she has been heavily involved in digital transformation as part of the Whitbread group's shift to new platforms for both property management and reservations. She also has the task of planning for future evolutions of the digital customer experience.

Gaughan's understanding of the Whitbread business and its customers is almost unrivalled, having worked her way up to the Head of Ecommerce role after originally joining the company's graduate scheme.



Sara Holt
Group Marketing Director, UK and Europe
Merlin Entertainments

As Europe's biggest operator of theme parks and attractions – and the second-biggest in the world – Merlin is a brand with big plans this year, including the launch of the UK's tallest and fastest rollercoaster, Hyperia, and the opening of two Peppa Pig theme parks in Germany and the US. It's Sara Holt's job to drive the growth agenda through a new product development strategy across Merlin's European destinations, with what she calls "a relentless focus on key drivers of NPS and guest satisfaction".

Holt took on her role in 2023 with a brief to execute a digital transformation of Merlin's European marketing, promising to "unleash new sources of growth through data". One of her key achievements already has been overhauling the use of first- and third-party data to achieve a 60% increase in return on ad spend. She also set up a social media pilot that drove more than 40 million incremental video views and doubled engagement in the space of four months.

“

[We have] a relentless focus on key drivers of NPS and guest satisfaction.”

Sara Holt, Merlin

CX50 2024

RETAIL, CONSUMER GOODS, TRAVEL AND HOSPITALITY



Neal Jones

Chief Sales and Marketing Officer, EMEA
Marriott International

Marriott is the world's largest hotel group by number of rooms, and as a member of the EMEA senior executive leadership team, Neal Jones is tasked with driving growth strategies for the region and positioning the company's brands at the forefront of the hospitality sector.

Sustainability and AI will be the two most influential trends for the future of travel, Jones argues, noting that the former is already established in consumers' holiday planning, while 90% of those who have used it say it influenced their plans. "Generative AI is perfectly placed to analyse huge amounts of information for travellers, and offer them recommendations based on it," he says, adding that "we expect its use to become even more mainstream in the next three years". On the sustainability front, he echoes Marriott's customers' view that "holiday companies have a responsibility to support the local communities where they offer holidays" – something that's already influencing projects Marriott is developing in Africa.

It's also important to get the everyday basics right, so Jones is equally focused on serving members of the Marriott Bonvoy loyalty scheme well with exclusive benefits. Since 2021, this has included offering money-can't-buy experiences through Marriott Bonvoy Moments, enabled by partnerships with events, venues and sports teams, for example.



Charlotte Lock

Customer Director
John Lewis Partnership

It is a formidable task taking responsibility for customer experience at an organisation renowned for being customer-focused – no more so than when the organisation is the John Lewis Partnership, which owns both the eponymous department store brand and its sister supermarket chain, Waitrose.

Charlotte Lock stepped into the newly created Customer Director role in 2022 to transform the partnership's customer capability, and adding to her 'pan-partnership' remit she has since also taken on responsibility for the John Lewis brand, leading new investments in data and technology to create value for customers. Her dual role encompasses brand, strategy, transformation and campaigns, putting a focus on the partnership's wider purpose, and she is credited with playing a fundamental part in its data-driven marketing transformation plans.

Prior to joining John Lewis, she held digital and data roles at Co-op for over two years, and previously spent nearly nine years in a variety of senior positions at the BBC.

“

Generative AI is perfectly placed to analyse huge amounts of information for travellers, and offer them recommendations based on it.”

Neal Jones, Marriott

CX50 2024

FINANCIAL SERVICES

Suresh Balaji *Chief Marketing Officer* Lloyds Banking Group

Maria Cearns *Chief Operating Officer* The Co-operative Bank

Sam Day *Interim Chief Marketing Officer* Direct Line Group

Gemma Johnson *Director of Growth and Marketing Operations* Starling Bank

Hannah Lewis *UK Country Manager* American Express

Nilan Peiris *Chief Product Officer* Wise

Chris Pitt *Chief Executive Officer* First Direct

Ruchir Rodrigues *Chief Client and Commercial Officer* Hargreaves Lansdown

Jen Tippin *Chief Operating Officer* NatWest Group

Cheryl Toner *Chief Customer and Marketing Officer* Aviva

CX50 2024

FINANCIAL SERVICES

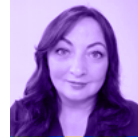


Suresh Balaji
Chief Marketing Officer
Lloyds Banking Group

Suresh Balaji has spent more than 25 years criss-crossing the globe, moving back and forth between India, Dubai, Hong Kong and London, and has been based in the latter as Lloyds Banking Group's Chief Marketing Officer since October 2023. Though the bulk of his career has been spent in finance – including 17 years at HSBC – he has also worked in the pharma, agency and brewing sectors, and even founded and incubated a vegetable-based soap-brand.

Balaji's remit covers the brand, marketing and experience function across the Lloyds group's full banking portfolio. He is tasked with devising marketing strategies and customer experiences to contribute to business growth, as well as developing creative that communicates the brands' inclusivity and sustainability.

In 2021, Balaji founded the Web3 Marketing Association, a not-for-profit aimed at creating a community, connections, content, collaboration and education opportunities, with an ultimate goal to "create the next generation of the internet through the collective power of the marketing discipline".



Maria Cearns
Chief Operating Officer
The Co-operative Bank

Maria Cearns is clear in her assessment that The Co-operative Bank's customers are both "dedicated" and "purpose-driven". Consequently, she is insistent on the need to keep the brand's co-operative values and ethics at the heart of its business in the process of enacting transformational change.

With sustainability being a core part of these values, it seems natural that The Co-operative Bank was recognised as a Which? Eco Provider last year – one of only three banks to achieve the honour. The brand was also a launch partner of Experian's Support Hub, which is a one-stop portal for disabled consumers to tell multiple businesses confidentially how they need to be contacted and what support they need. On top of these initiatives, Cearns has taken a direct interest in the topics of ESG and responsible banking, and supporting the #BeScamSafe campaign.

During a 25-year career, Cearns has worked for The Co-operative Bank for over 22 years in a variety of product-, people- and customer-focused roles.



“

The customer well and truly comes first.”

Gemma Johnson, Starling Bank

CX50 2024

FINANCIAL SERVICES



Sam Day

Interim Chief Marketing Officer
Direct Line Group

Appointed in January 2024 to lead marketing at a company undergoing big changes at the top – including an incoming CEO – Sam Day has been tasked with setting complementary strategies across Direct Line Group’s insurance brands: Direct Line, Churchill, Privilege, Green Flag and Darwin. He’ll also be expected to drive forward data-led marketing innovation and customer-centricity “to ensure a consistent and effective return on investment”.

Day has spent the past six years at Confused.com, where he was given the job of reversing a market share decline and increasing profitability. His ‘Confusion to Clarity’ marketing plan overhauled the creative approach and saw success when Confused.com returned to the number two position among price comparison sites in the motor and home insurance categories. The brand was bought by RVU in 2021 for £500m.

Through his career, Day has amassed experience in both B2C and B2B marketing across the banking, insurance and technology sectors for brands including HSBC, the AA and Microsoft.



Gemma Johnson

Director of Growth and Marketing Operations
Starling Bank

Offering fair value to customers is not only a sound business move, it’s now also a regulatory requirement of the finance sector in the form of the Financial Conduct Authority’s Consumer Duty rules, in place since last summer. In both her previous role as Director of Digital Growth and her current one as Director of Growth and Marketing Operations, Gemma Johnson has been busy ensuring Starling Bank not only meets the new requirements but also creates an environment where the “customer well and truly comes first”.

Examples include readability and accessibility testing to ensure consumers understand communications, and making deeper dives into data on product take-up, engagement rates and complaints. The effort requires collaboration between customer service, communications and product teams to ensure that customer needs are being met.

Johnson has risen through the ranks at Starling since joining in 2017 as SEO and Campaign Manager in a ‘team of one’. She was attracted by the brand’s mission of ‘changing banking for the better’, and lauds its “test-and-learn culture where we are constantly iterating and building our knowledge, with data being at the core of every decision we make”.

“

**Everyone needs [the payments industry],
but no one wants to spend that much
time thinking about it.”**

Hannah Lewis, American Express

CX50 2024

FINANCIAL SERVICES



Hannah Lewis
UK Country Manager
American Express

"Everyone needs it, but no one wants to spend that much time thinking about it," Hannah Lewis says of the payments industry. American Express's UK country manager, in post since February 2022, astutely observes that all consumers care about is that their payment providers work seamlessly and offer rewards and benefits for using them. Her efforts to deliver on these basic necessities have clearly been successful, given American Express ranks third in KPMG's latest Customer Experience Excellence Top 100 list for the UK.

The brand is well known among cardholders for offering generous points and cashback rewards, as well as promotional events such as Shop Small and Small Business Saturday, and partnerships enabling exclusive discounts and experiences with retailers, event organisers and travel companies for example.

With 16 years under her belt at American Express, following six years at Boston Consulting Group, Lewis is a prominent advocate of diversity, equity and inclusion in the workplace. American Express was recognised in the top 25 UK workplaces by LinkedIn, while almost half of the company's senior managers in the UK are women.



Nilan Peiris
Chief Product Officer
Wise

Nilan Peiris had already been advising Wise (then known as Transferwise) for two years when he officially joined in 2014 as VP of Growth. He was promoted to Chief Product Officer in 2021, responsible for product, design, analytics and sales.

Although the brand started as a disruptor in international money transfers, it broadened its mission with its 2021 rebrand, and now aims to achieve 'Money Without Borders' through products that offer 'Min fees. Max ease. Full speed.' Wise now also partners with many established financial institutions. As well as maintaining and improving the money transfer and international account products, Peiris's priorities include growing the brand's enterprise offering, Wise Platform, which has over 70 banks and platforms integrated.

He is also focused on pursuing ever-improving customer experience benchmarks – for example, as of Q4 2023, Wise says 61% of transfers take less than 20 seconds. The company also claims to have saved customers £1.6bn in hidden fees last year. It's easy to see why these measures are so important, when Peiris says two-thirds of new customers come to Wise via word of mouth.



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“[Our mission is] to challenge the norms and behaviours of the banking industry to deliver on what matters for people.”

Chris Pitt, First Direct

CX50 2024

FINANCIAL SERVICES



Chris Pitt
Chief Executive Officer
First Direct

Customer experience lists are never complete without First Direct. One of only two banks recommended by Which?, it has also featured in the top three of KPMG's UK Customer Experience Excellence rankings 12 times in the past 13 years. The brand has no customer experience team, but delivering CX properly is in its DNA according to CEO Chris Pitt.

Humble and inquisitive are the two words he uses to describe its customer-centric culture, attributes that are clearly indispensable in its mission to "challenge the norms and behaviours of the banking industry to deliver on what matters for people". Among the specific initiatives he points to are the 100 or so people who make customer care calls for vulnerable people, and the 40 money coaches the brand recently employed to help people adapt to the cost-of-living crisis.

Having been created as a disruptor – a bank with no branches – First Direct always keeps an eye on the future, and Pitt recognises the positive influence of fintech on the whole financial industry. It's the reason, he says, that customers can now open a First Direct current account in eight and a half minutes.



Ruchir Rodrigues
Chief Client and Commercial Officer
Hargreaves Lansdown

It was his background in delivering digital transformation across client experience, product development and performance efficiency that earned Ruchir Rodrigues his appointment as Chief Client and Commercial Officer at Hargreaves Lansdown in November 2022. He had previously led the transformation of Barclays' UK retail banking business, and before that led product strategy and development at Verizon in the US.

At Hargreaves Lansdown, Rodrigues is responsible for the full range of client products including savings, advice, fund management, investment and retirement, and workplace services. The brand, he says, is "always striving to make it much easier for people to get a better return on their hard-earned savings". A recent example applies this principle to cash ISAs by allowing customers to spread their allowance across multiple banks and ISA products through one account, meaning they can shop around for better savings rates more easily.

Outside his day job, Rodrigues holds several patents for product and business innovation, and has a keen interest in public health, being a board member of The Institute of Cancer Research and a former trustee of Healthwatch England.



“

[We are] always striving to make it much easier for people to get a better return on their hard-earned savings.”

Ruchir Rodrigues, Hargreaves Lansdown

CX50 2024

FINANCIAL SERVICES



Jen Tippin

Chief Operating Officer
NatWest Group

Having served since 2021 as NatWest Group's Chief People and Transformation Officer, Jen Tippin moved to her current role in April, where she will work more with legal, marketing, corporate affairs and corporate governance alongside her existing teams. Her remit was already a broad remit, encompassing not only customer experience but also the people strategy, financial assets, property and supply chain services, requiring knowledge in areas as diverse as skills, talent, culture, customer journeys, the investment portfolio, procurement and costs.

She sits on the group executive committee and is the executive sponsor for Rainbow, NatWest Group's LGBTQ+ employee network. Her mission as she describes it is to help NatWest Group "to become a customer-focused and digitally-enabled bank that delivers sustainable outcomes for all stakeholders".

Before joining the company as Chief Transformation Officer in 2020, Tippin spent over 11 years at Lloyds Banking Group in diverse roles including Group Director of People and Productivity and Managing Director of Business Banking. She also worked in the oil and gas sector and British Airways before moving into finance.



Cheryl Toner

Chief Customer and Marketing Officer
Aviva

Cheryl Toner joined Aviva in May 2021 as Chief Customer and Marketing officer, giving her a place on the group executive committee reporting to CEO Amanda Blanc. Since then, she's placed a focus on building the insurer's data, digital and marketing capabilities with a view to making a positive impact for customers.

With a goal of putting customer centricity at the heart of Aviva, Toner's customer, marketing and data analytics teams have a vital role to play in transforming how the brand works to improve customer outcomes. These efforts were recognised last year when Aviva won the DataIQ New Ways of Working with Data award, for its innovative approach to understanding the needs and outcomes of vulnerable customers with speech analytics – an "inspiring story to demonstrate how data can be used for good", according to the judges. Recent months have also seen growth in Aviva's digital marketing and paid media team.

Toner brings over 20 years of experience in the finance sector to her role, having progressed through a series of marketing roles at Lloyds TSB, AXA and NatWest before joining Aviva. She also takes a keen interest in the nation's cash, as a non-executive director of The Royal Mint since 2019.

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“[Our goal is] to become a customer-focused and digitally-enabled bank that delivers sustainable outcomes for all stakeholders.”

Jen Tippin, NatWest Group

CX50 2024

PUBLIC SECTOR

Christine Bellamy	<i>Director</i>	GOV.UK
Charlotte Briscall	<i>Chief Digital Officer</i>	Department for Education
Rich Corbridge	<i>Director General, Chief Digital and Information Officer</i>	Department for Work and Pensions
Laura Gilbert	<i>Chief Analyst and Director of Data Science</i>	10 Downing Street
Rochelle Gold	<i>Head of User Research</i>	NHS England
Megan Lee-Devlin	<i>Director General, Service Transformation</i>	Ministry of Justice
Mike Potter	<i>Government Chief Digital Officer</i>	Central Digital and Data Office
Tom Read	<i>Chief Executive Officer</i>	Government Digital Service
Daljit Rehal	<i>Chief Digital and Information Officer</i>	HM Revenue and Customs
Joanna Rowland	<i>Director General, Customer Services Group</i>	Home Office

CX50 2024

PUBLIC SECTOR



Christine Bellamy

Director
GOV.UK

The GOV.UK website was hailed as an exemplar of user-centred design when it launched in 2012 as a single access point for all government services. Passing 28 billion page views last year, the challenge now is keeping it constantly up to date in terms of both content and user experience, and responsibility for overseeing that falls to Christine Bellamy. “Like any good product team, we should never stand still,” she says.

The next phase for the platform, set out in GOV.UK’s strategy to 2025, is aimed at offering quicker and easier user access, so people can find information and services in formats and channels of their choice. Working with the wider Government Digital Service’s One Login project, making the experience of signed-in users more useful, is also key to the growth plan.

Bellamy’s track record suggests these jobs are in safe hands. Previously, she and her team successfully built and then retired the Brexit Checker, allowing people to find out what preparations they needed to make for Brexit, while 700,000 questions were submitted via GOV.UK for the government’s Covid-19 press conferences. Prior to GOV.UK, she worked at the BBC, where among other things she worked on rebuilding the Bitesize learning platform to make it work better for students.



Charlotte Briscall

Chief Digital Officer
Department for Education

Charlotte Briscall already had nearly 25 years of cross-sector experience before joining the Department for Education (DfE) in 2022, having worked in media for BSkyB, in energy for Utilita, in telecoms for EE and in retail for Sainsbury’s – always in roles focused on creating digital experiences for customers. She describes her skillset as encompassing strategy, proposition development, user experience, delivery and operations, and she is used to leading large-scale transformations, having influence among customers and board executives alike.

Building trusted, user-centred and joined-up services – offering support to those seeking to develop their skills, for example – is one of her team’s key concerns. In focusing on this, Briscall can draw on her experience as Customer Experience, Digital and Data Director at the Education Skills Funding Agency (ESFA), where she worked for three years before taking up her current role.

At ESFA, she led a technology transformation project to make the body easier for customers to engage with, which included setting up a centre of excellence for four key functions: customer service, customer experience and design, data science, and technology and delivery.



“

The most important thing is that people can get what they want at the point of need.”

Christine Bellamy, GOV.UK

CX50 2024

PUBLIC SECTOR



Rich Corbridge

*Director General, Chief Digital and Information Officer
Department for Work and Pensions*

A stalwart of the CX50, this is Rich Corbridge's third consecutive appearance in the list, but his first since he returned to his public-sector roots in April 2023 after four years at Boots. Prior to that, he had spent most of his career in healthcare-sector roles across the NHS and Ireland's Health Service Executive.

His current responsibilities encompass technology and data across the entire Department for Work and Pensions, including the technical capability of 850 Jobcentres and the management of all payment and benefits systems. In this role, he's expected to oversee design and delivery of modern digital services for the UK's most vulnerable people, while transforming data use to bring insight to departmental decision making.

In his previous role at Boots, he led the technology function at executive level as Chief Information Officer for the UK and Ireland retail operation and latterly also the group's No.7 Beauty Company. Achievements included migrating the chemist's ecommerce platform to the cloud and trialling deliveries of urgently needed drugs by drone.



Laura Gilbert

*Chief Analyst and Director of Data Science
10 Downing Street*

As chief analyst and director of 10DS, the data science team at 10 Downing Street, Laura Gilbert is central to the effort to radically upskill civil servants in data science through the Evidence House initiative, which also aims to crowdsource solutions to the public's problems.

Gilbert's goal is to take the UK back to the top spot in the UN's assessment of digital government. The role of AI in delivering better public services faster is a key focus, and an Evidence House AI Hackathon took place last summer to explore solutions that could transform how government works.

Gilbert says of AI: "I hope work in general will be more automated, and human decisions will be effectively augmented by AI. Everything that can be automated should be, empowering humans to concentrate on, for example, making complex judgement calls, creating, inventing, communicating and providing care."

Before her move into the public sector, Gilbert was CTO of Rescon Technologies for nine years, from startup to acquisition in 2020. There, she led a team of developers in building web platforms and apps for health and wellbeing.



“

We must get as good as we possibly can, offering the best digital customer experience.”

Rich Corbridge, Department for Work and Pensions

CX50 2024

PUBLIC SECTOR



Rochelle Gold
Head of User Research
NHS England

Leading on user research and user-centred design at NHS England, Rochelle Gold built the operations capabilities in both areas and is now responsible for maintaining their quality and standards. Her team conducts research almost anywhere you could imagine in the NHS system: hospitals, pharmacies, GP surgeries, inside ambulances, and with the professionals who develop and use life-saving technologies day to day. Through a user-centred design maturity model, she also supports teams to develop their own user-centred design capability.

As Gold describes it, the purpose of user-centred design is to “understand problems from the perspectives of those people who will be using your products and services”, and “bridge the gap between our intent and the actuality”. Ultimately the aim is to enable NHS employees to achieve their common goal: providing the best care to patients and keeping people well.

Gold is an occupational psychologist by training and has over 20 years’ research experience in the public and private sectors, and in academia. Prior to 2015, when she joined NHS Digital (now merged into NHS England), she worked in areas including offender rehabilitation, probation and social care inspection.



Megan Lee-Devlin
Director General, Service Transformation
Ministry of Justice

Megan Lee-Devlin is fresh into her role leading service delivery transformation at the Ministry of Justice (MoJ), where she notes the key challenge is to “protect the public, reduce reoffending and deliver swift access to justice in the face of real challenges across the system”.

Named by Computer Weekly last year as the third most influential leader in the UK’s IT industry, Lee-Devlin was previously Chief Executive of the Central Digital and Data Office (CDDO) within the Cabinet Office, leading the UK government’s digital, data and technology function with a brief to put the capabilities in place to enable digital transformation across departments. She was instrumental in the government’s 2022-2025 digital and data roadmap, entitled ‘Transforming for a Digital Future’.

Her new job is likely to include increasing the use of new technology and AI within the justice system, buoyed by £15m of new digital investment which the government committed in 2024’s Spring Budget. In doing so, she will pick up the baton from the MoJ’s former Chief Digital and Information Officer Gina Gill, who is moving in the opposite direction to Lee-Devlin, joining the CDDO as Chief Strategy Officer.

“

There is no point to things being beautiful and appealing if they are not intuitive and people can't use them.”

Rochelle Gold, NHS England

CX50 2024

PUBLIC SECTOR



Mike Potter

Government Chief Digital Officer
Central Digital and Data Office

As Government Chief Digital Officer, Mike Potter is responsible for leading the Cabinet Office's digital transformation agenda from within its Central Digital and Data Office (CDDO). He oversees a workforce that is instrumental in delivering the government's 2022-2025 digital and data roadmap, 'Transforming for a Digital Future'.

Its overall aim is for the British public to be able to access public services far quicker and more simply – through systems such as the GOV.UK One Login, for example. Achieving this requires replacing outdated and inefficient legacy technology. As another element of the roadmap, recently the CDDO team was involved in rolling out the government-wide 'Secure by Design' approach to building digital services with modern cyber security provisions. This is intended to increase the government's cyber resilience and improve data sharing between organisations.

Potter says of his team's role: "We can accelerate and provide greater impact by working with departments to help them achieve their outcomes. To do that, I want CDDO to be working with departments up-front and not be asked to come in later and challenge them when perhaps it is too late to make a material difference."



Tom Read

Chief Executive Officer
Government Digital Service

According to CEO Tom Read, the Government Digital Service's biggest challenge for 2023 was working with departments across government to build towards the next generation of digital services – particularly since several nations have recently leapfrogged the UK in this regard. That effort continues in 2024, and among the projects feeding into it, none is bigger than the GOV.UK One Login for Government, which offers a single access point for identity checks and a login for any government service. For Read's team, this requires close collaboration with HM Revenue and Customs, and several other departments.

Read describes GDS as a digital startup whose mission is to make digital government simpler, clearer and faster, delivering well designed digital services that are better for users and cheaper for the taxpayer. Other less flashy but equally important projects across government include developing B2B software products that simplify digital service delivery, and building a structured data interchange to automate common business processes.

Read is a digital technologist by background, with experience in industries including banking, media and consulting, and is also a member of the Cabinet Office's executive committee. Before joining GDS in 2021, his roles included Head of Applications at Guardian Media Group and top digital and technology positions at the Cabinet Office and Ministry of Justice.



“

We can accelerate and provide greater impact by working with departments to help them achieve their outcomes.”

Mike Potter, Central Digital and Data Office

CX50 2024

PUBLIC SECTOR



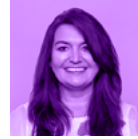
Daljit Rehal

Chief Digital and Information Officer
HM Revenue and Customs

As Chief Digital and Information Officer, Daljit Rehal oversees all of the technology powering HM Revenue and Customs' (HMRC) digital transformation – one of the largest such projects in Europe – as well as its pioneering IT sourcing strategy. Then there is the small matter of business as usual: managing one of the UK's largest and most complex IT estates and taking responsibility for all information security as HMRC's senior information risk owner.

Rehal had extensive experience in the private sector before joining HMRC in September 2020, most recently in the energy industry as Global Digital and Data Services Director at Centrica for nearly nine years. There, he led a digital transformation, the adoption of agile methodologies and the onshoring of development capabilities. Before that, he spent over a decade in telecoms with TalkTalk, Virgin Media and Three owner Hutchison 3G.

Executive peers call Rehal “one of the best digital leaders, who not only can advise boards on digital roadmaps but also can advise in-depth details on AI algorithms, big data solutions, blockchain and quantum computing”, as well as “a visionary leader who is hands-on with technology and is amazing at bringing teams together to explore their potential”.



Joanna Rowland

Director General, Customer Services Group
Home Office

Joanna Rowland has been in post since January 2024 as Director General of the Home Office's Customer Services Group, which encompasses passport services as well as visas and immigration. As such, she is responsible for teams making millions of decisions every year about who can visit or stay in the UK, protecting national security while creating customer satisfaction for those who come legally.

Prior to her appointment, she worked at HM Revenue and Customs for over seven years, most recently as Director General of Transformation. During her time at HMRC, she was closely involved in its Making Tax Digital initiative, redesigning processes around individuals and businesses so they could sort out tax affairs online rather than spending their valuable time making phone calls and writing letters.

She was also made Director General for HMRC's Covid-19 response in August 2020, leading the implementation of the Coronavirus Job Retention Scheme.



“

We have got better at unveiling complexity as it's needed, not in case it's needed.”

Joanna Rowland, Home Office

CX50 2024

MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES

Amy Belbeck

Chief Marketing Officer

HomeServe

Jude Burditt

Director of Customer Solutions

Severn Trent

Tim Jones

Director of Marketing, Communications and Sustainability

DPDgroup UK

Fiona Nicholls

Head of Service Experience, Business Services

National Grid

Jon Paull

Chief Customer and Operating Officer

Octopus Energy

Nick Ratcliffe

Customer Experience Director

Volkswagen Group UK

Claire Sharp

Customer Director

Northumbrian Water

Emma Strain

Customer Director

Transport for London

Anita Yandell-Jones

Chief Customer Officer

Ecotricity

Peter Zillig

Director of Marketing

Ford of Europe

CX50 2024

MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



Amy Belbeck
Chief Marketing Officer
HomeServe

As a member of the HomeServe UK executive since November 2019, Amy Belbeck leads a team of 100 employees in the marketing and product functions, on a mission to accelerate growth and deliver value for the home repairs and improvements company. Being responsible for product, pricing, digital and marketing, she prides herself on building teams with a commercial and customer focus, and has served as executive sponsor of diversity, equity and inclusion.

Belbeck is adept at making sure customer insight is at the heart of marketing efforts, including its ads that encourage people to 'take home life in your stride'. The aim, she says, is to show the brand knows "how important it is for our customers to feel in control when the worst might happen".

Belbeck has been at HomeServe over 12 years and her career before that was spent in the banking sector – at Royal Bank of Scotland and before that Barclays – during which time she has mastered a wide variety of marketing disciplines and channels.



Jude Burditt
Director of Customer Solutions
Severn Trent

Water companies have had bad press in recent times, but at Severn Trent, Director of Customer Solutions Jude Burditt has been trying to earn recognition from customers for the right reasons. This has included a number of initiatives to improve customer service, such rolling out contact centre automation and licensing technology from Octopus Energy Group's B2B arm Kraken. The latter enables the launch of new products for smart meter customers that can reduce water consumption, as well as AI enhancements to interactions with call centre teams.

Both Severn Trent and its Welsh subsidiary Hafren Dyfrdwy rank in the top three on regulator Ofwat's D-Mex measure of customer experience for developer services, while Severn Trent is the first water company to achieve the highest rating for its environmental performance from The Environment Agency for four consecutive years.

Burditt already had over 25 years' experience working in operations, IT leadership and service optimisation within the telecoms and energy sectors when she joined Severn Trent in November 2021. That included introducing a new operating model to improve customer experience while at First Utility. She also oversaw successful customer migrations after the company was acquired by Shell Energy (now part of Octopus).



“

We know how important it is for our customers to feel in control when the worst might happen.”

Amy Belbeck, HomeServe

CX50 2024

MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



Tim Jones

Director of Marketing, Communications and Sustainability
DPDgroup UK

As well as maintaining its long-held reputation in the parcel delivery market for good customer service, DPD's stated aim is to be the UK's most sustainable courier. Innovation is key to fulfilling both those objectives, and consequently Director of Marketing, Communications and Sustainability Tim Jones is constantly pressing the brand forward.

Among the pioneering initiatives he has led is the rollout of robot deliveries in 10 UK towns and cities, following a successful pilot project in Milton Keynes. The company has identified up to 30 depot locations that could potentially support robot deliveries. He has also formed a host of partnerships that aim to minimise DPD's environmental footprint, for example its EcoLaunchPad, which seeks sustainable solutions centred on carbon reduction in transport, delivery and buildings.

Jones is a DPD veteran, having spent over 20 years at the company. Prior to that, he was General Manager of Marketing at TNT for eight years.



Fiona Nicholls

Head of Service Experience, Business Services
National Grid

Few of us would think much about the customer experience offered by National Grid until the lights literally go out, but for customers of its business services arm the offering is critical to maintaining and growing their organisations – whether that be through installation and maintenance, the design of electricity networks, training or smart metering.

For the past four years, Fiona Nicholls has led the team responsible for ensuring business customers receive consistently excellent service.

In her previous role at National Grid in the preceding three years, Nicholls took part in a landmark transformation of its customer experience, managing global customer training and employee experience programmes.

Prior to joining the electricity distribution company, she held roles delivering CX and EX programmes at both Jaguar Land Rover and E.ON.



“

Our customer service model is set up to provide an outrageously good, easier customer experience.”

Jon Paull, Octopus Energy

CX50 2024

MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



Jon Paull

Chief Customer and Operating Officer
Octopus Energy Group

For seven years in a row, Octopus has been named a Which? recommended energy provider – a remarkable feat for any brand but even more so in light of the huge number of customers it has taken on from former providers such as Avro, Bulb and Shell. Only eight years after it was founded, it is now the largest electricity and second-largest gas provider to UK households, earning revenues of £13bn in its 2023 financial year.

From its founding, the Octopus model was based on using technology to drive cost out of energy, but also on excellent customer service – measured by customer outcomes rather than spurious response-time data. As Chief Customer and Operating Officer for Octopus Energy Group and its B2B technology arm Kraken, Jon Paull is in large part responsible for delivering on that promise. The ethos, he explains, is simple: “Our customer service model is set up to provide an outrageously good, easier customer experience while creating an enjoyable workplace for our team.”

In tangible terms, that has involved him dismantling siloed teams and replacing them with upskilled ‘energy experts’, able to answer virtually every customer question hassle-free. This is enabled by cloud-based Kraken systems, which incorporate machine learning to diagnose customer issues and provide solutions quickly.



Nick Ratcliffe

Customer Experience Director
Volkswagen Group UK

Driving customer-focused transformation is the name of the game for Nick Ratcliffe, who sits on Volkswagen’s UK management board as Customer Experience Director. To achieve this goal, he focuses on generating “sustainable, profitable growth and brand value through the delivery of distinctive and effective customer engagement strategies”.

With a degree in molecular biology, Ratcliffe has a natural enthusiasm for evidence-based marketing science and behavioural economics, so unsurprisingly data is at the heart of all these efforts. His remit at the automotive group also includes customer insight, contact centres and marketing technology across the UK brand portfolio. He has introduced ecommerce, connected services and advanced analytics since joining Volkswagen in 2019.

During his career he has worked for several vehicle brands including BMW, Citroën, Mercedes, Audi and Jaguar Land Rover, but also had stints outside the sector at Glaxo and BT.



“

[I focus on] profitable growth and brand value through the delivery of distinctive and effective customer engagement strategies.”

Nick Ratcliffe, Volkswagen

CX50 2024

MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



Claire Sharp
Customer Director
Northumbrian Water

When Claire Sharp joined Northumbrian Water over 30 years ago, the company didn't even have computers, so she probably couldn't have imagined that by 2023 it would be the UK's top-rated water company. That was the finding of the most recent Water Matters Report by the Consumer Council for Water, which ranked Northumbrian best for customer service, value for money and trust.

Sharp has led the company's efforts to build a service-driven culture that puts customers at the heart of the business, and observes that getting the basics right are key to this: "Our people work incredibly hard to keep the water flowing, and to be on hand to support whenever our customers need us."

Going beyond this, Sharp has also been behind efforts to expand customer choice – for example offering a range of payment types including credit and debit cards, Apple Pay and Google Pay. This has been driven by the cost-of-living crisis and a need to adapt to the preferences of customers – particularly those who are struggling to pay.



Emma Strain
Customer Director
Transport for London

A year into her role as Transport for London's Customer Director, Emma Strain has already been involved in a number of public campaigns covering everything from service improvement to the renaming of Overground lines. Since she arrived, TfL has rolled out multilingual ads for the Elizabeth Line on British Airways flights and at Heathrow, facilitated the opening of new pitches and auditions for licensed buskers on the London transport network, and reimaged the Tube map for the first time in 90 years as part of a partnership with Samsung.

After working for the Greater London Authority for 11 years on project delivery and external affairs, Strain was appointed to TfL in April 2023. Her brief was to raise awareness with communities, business sectors and key stakeholders, and take responsibility for customer strategy and experience.

With TfL's passenger numbers again growing to their highest levels since the Covid pandemic, Strain will undoubtedly have a busy year ahead ensuring travellers have the experience they want and expect on their journeys.



“

Our people work incredibly hard to keep the water flowing, and to be on hand to support whenever our customers need us.”

Claire Sharp, Northumbrian Water

CX50 2024

MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



Anita Yandell-Jones
Chief Customer Officer
Ecotricity

Ecotricity's brand profile took a leap forward in January when it was named one of only three Which? recommended energy providers, on the strength of its overall customer service and the quality of its communications. The consumer association has also awarded it the status of Eco Provider: with no shareholders, Ecotricity invests the money it makes into renewable energy generation.

The brand's customer experience falls under the remit of Chief Customer Officer Anita Yandell-Jones, who says of her growing team: "Our people really do care about the service to our customers and go the extra mile."

Instilling a customer-centric culture is a key part of this, which involves making sure staff have the knowledge, processes and systems to do their jobs, and empowering them to do the right thing. Customer and agent journeys have recently been redesigned as part of a digital transformation project to encourage collaborative working; staff are encouraged to provide feedback and action change, so communication is always two-way and valued.



Peter Zillig
Director of Marketing
Ford of Europe

"We are all busy refounding Ford Motor Company for the electric, connected and sustainable age," says Peter Zillig, Ford's top marketer in Europe, describing the work he and his teams are focusing on. As Ford turned 120 last year, Zillig was turning the brand's sights on the next 120 years, particularly by promoting its Explorer electric vehicle through a variety of activations that included a partnership with Indiana Jones and the Dial of Destiny.

Zillig has led the European marketing approach at Ford through a customer-driven transformation, based on the overarching philosophy of 'Adventurous Spirit'. This reinforces the brand identity and defines the product portfolio and customer experience, bringing a "swagger" to electrification that's born out of Ford's American heritage.

Having spent most of his career agency-side with the likes of Cheil and Euro RSCG, it's not only motoring that Zillig is keen to reinvent – he also believes advertising needs to change to make a more positive contribution to today's societal challenges.



“

Our people really do care about the service to our customers and go the extra mile.”

Anita Yandell-Jones, Ecotricity

CX50 2024

LIFE SCIENCES

Hugo Breda *Managing Director, UK and Ireland* Johnson & Johnson MedTech

Anthony Cockburn *Global Digital Consumer Experience Director* Haleon

Chris Hudson *Director of Access and Innovation* Roche Diagnostics

Mark Leftwich *Managing Director, UK and Ireland* Philips Healthcare

Conor McKechnie *Vice-President, Marketing and Strategy* Cytiva

Brad McLean *Global Head of Acute Care* AstraZeneca

George Murgatroyd *General Manager, Digital Technologies* Medtronic

Petra Molan *Chief Commercial Officer* Mundipharma

Ghada Trotabas *Managing Director, Great Britain and Ireland* Siemens Healthineers

Silvina Vilas *Global Marketing Director, Consumer Healthcare* Sanofi

CX50 2024

LIFE SCIENCES



Hugo Breda

Managing Director, UK and Ireland
Johnson & Johnson MedTech

As a key supplier of medical devices to the NHS, Johnson & Johnson MedTech positions itself as being at the intersection of biology and technology. In the UK and Ireland, Managing Director Hugo Breda is at the forefront of that effort, with the core aims of improving clinical outcomes, staff satisfaction and patient experience while reducing the total cost of care.

Initiatives J&J MedTech has spearheaded in the past 12 months include the launch of an Innovation Suite in its Pinewood Campus in Wokingham. Designed to help educate healthcare leaders of tomorrow and shape the future of surgery through innovative devices and technologies, it features a replica operating room and 'surgical skills zone'.

The company also formed a strategic partnership with Leeds Teaching Hospitals NHS Trust in 2023, aiming to improve health outcomes and address health inequalities in the city and region, using J&J's expertise in areas ranging from 3D printing and robotic surgery to medical implants and patient education systems. Through the partnership, Breda says: "We can drive an increase in innovation for unmet healthcare needs, and equality in access to health services."



Anthony Cockburn

Global Digital Consumer Experience Director
Haleon

When Haleon was spun off from GSK in 2022, it was Anthony Cockburn's job to establish the team behind the tech stack that powers the consumer healthcare company's digital marketing across 69 brands in 60 countries. The stack includes martech ranging from personalisation-enabled websites to audience management and CRM, and Cockburn's remit involves both innovating for the future and developing existing platforms while reducing running costs.

He also has a crucial strategic focus on testing new business models that can achieve sustainable growth by solving customer and business problems through technology.

Prior to joining the company in 2020, Cockburn spent over 12 years at Unilever in mostly technology-focused roles, latterly taking responsibility for the platform behind all the brand websites in the FMCG giant's portfolio. Through his career he has worked with many of the leading global technology providers and built up an expertise in culture change and transformation, as well as service delivery and agile project management.



“

**We can drive an increase in innovation
for unmet healthcare needs, and
equality in access to health services.”**

Hugo Breda, Johnson & Johnson MedTech

CX50 2024

LIFE SCIENCES



Chris Hudson

Director of Access and Innovation
Roche Diagnostics

Chris Hudson has almost 40 years of general management, marketing and sales experience in the healthcare and FMCG sectors – the past 25 of them at Roche – but that doesn't mean he's stopped innovating. Since its launch in 2018 he has headed up Roche's access and innovation directorate, which develops pioneering solutions for healthcare that aim to improve the lives of patients and the health of the UK.

He is particularly focused on innovations that deliver fast and accurate diagnosis through early intervention, "to ensure the NHS is truly a National Health Service and not a National Illness Service". This includes pressing politicians to tackle health inequalities and ensure equitable access to vital tests and care. One example of his team's efforts bearing fruit came last year with the award of a £1m grant for researchers to pilot Roche technology that can detect liver cancer at an early stage.

In his time at Roche, Hudson has held a number of senior roles managing portfolios and marketing teams, and has sat on committees examining healthcare technology for many key industry bodies, including the Association of British HealthTech Industries.



Mark Leftwich

Managing Director, UK and Ireland
Philips Healthcare

Helping people live longer, healthier lives is Mark Leftwich and Philips Healthcare's overarching purpose in the UK and Ireland. As Managing Director for the markets, he leads the brand's work with the NHS and health systems to deliver transformational innovation that meets the needs of patients, health workers and consumers. The aim is to create a more resilient healthcare system, fit for the future.

A big part of this is implementing digital technology and AI in the right places. "Care delivery is increasingly accelerating towards the community, while advancements in telehealth, virtual and remote services are bringing care directly to patients at home," Leftwich explains. Recognising the connection between human health and that of the planet is also high on Leftwich's agenda – whether that be through less single-use medical equipment, helium-free MRI scanners or more efficient departments with lower a carbon footprint.

Strategic partnerships with NHS services in Gibraltar and County Durham and Darlington were just two recent examples of the brand's principles being put into practice.



“

Advancements in telehealth, virtual and remote services are bringing care directly to patients at home.”

Mark Leftwich, Philips Healthcare

CX50 2024

LIFE SCIENCES



Conor McKechnie

Vice-President, Marketing and Strategy
Cytiva

Conor McKechnie calls himself “a futurist at the convergence of biology, data science and engineering”, seeing these as the three fields that will effect the most substantial change on the world in the 21st century. In practical terms, that means tackling complex problems, boosting innovation and raising the profile of Cytiva, the brand previously known as GE Healthcare Life Sciences until its 2020 acquisition by Danaher Corporation.

McKechnie helps stakeholders and customers engage with Cytiva and the fields it works in, while improving the company’s insights into its markets and customers, developing the strategy for serving them better. As Vice-President of Marketing and Strategy, McKechnie has to ensure his team are constantly balancing the new and exciting with consistency and stability for Cytiva’s customers.

His predictions for the key trends within the life sciences market in 2024 include microbiome therapies, ethical advances in precision medicine, population-level health research and responsible AI.



Brad McLean

Global Head of Acute Care
AstraZeneca

Colleagues see Brad McLean, AstraZeneca’s Global Head of Acute Care, as a role model who demonstrates the leadership capabilities of trust, honesty and autonomy on a daily basis. He has also enjoyed significant business and customer success in recent times, growing his team of global marketers last year off the back of an excellent 12 months in 2022.

As well as possessing experience encompassing general management, sales, marketing and commercial operations, he also pays keen attention to the impact of AstraZeneca’s activities on the global climate. “Our commitment to the climate takes smart thinking and an unwavering drive to do the right thing,” he says of his employer, adding that the this is now part of everyday conversations at the pharma company. His personal dedication to the issue – and that of his team – was evidenced by the internal sustainability award they won in 2023.

After joining AstraZeneca in 2020, McLean was promoted to his current role in December 2021. He has spent his whole career in the life sciences sector, having started out at Sanofi in 2000.



“

More streamlined processes in healthcare systems will help reduce patient dissatisfaction and burnout for healthcare professionals.”

George Murgatroyd, Medtronic

CX50 2024

LIFE SCIENCES



George Murgatroyd

General Manager, Digital Technologies
Medtronic

George Murgatroyd is quite literally at the cutting edge of the healthcare sector, leading Medtronic's digital surgery ecosystem developing AI, computing and software technologies. He is particularly motivated to ensure health professionals don't miss out on technological solutions that could deliver better and more efficient patient care, for example launching an AI-powered video and analytics platform to help surgeons learn and perfect new surgical techniques.

"More streamlined processes in healthcare systems will help reduce patient dissatisfaction and burnout for healthcare professionals," Murgatroyd explains, laying out one of the key areas where he says the health sector must improve.

Murgatroyd has worked within health technology for over a decade and was Vice-President of Products at Digital Surgery before it was bought by Medtronic. He has pioneered apps and healthcare analytics across various parts of the sector and says his career has been focused on "transforming data into actionable information for physicians and healthcare leaders globally, enabling them to make better decisions on patient care".



Petra Molan

Chief Commercial Officer
Mundipharma

Healthcare company Mundipharma positions itself as being the place "where care and collaboration meet, to make a difference when it matters most". It puts particular emphasis on innovative treatments that meet the needs of customers and patients.

Though she has only been in her current role since January 2024, splitting time between the UK and Switzerland, Petra Molan brings a wealth of industry experience to that mission – including 13 years working at Bayer in a variety of marketing and general management positions. She followed this up with three successive leadership roles over five years at specialist therapeutics firms that went on to be acquired by larger pharma companies.

Molan has become adept at building and scaling up businesses, defining their strategy, and launching them into new markets, with a particular focus on the field of rare diseases and speciality care. She also has a keen focus on fostering diversity within teams and the positive impact women can make on corporate boards.



“

**[We are] facilitating global change...
expanding access to underserved
patients and those with unmet needs.”**

Petra Molan, Mundipharma

CX50 2024

LIFE SCIENCES



Ghada Trotabas

Managing Director, Great Britain and Ireland
Siemens Healthineers

“Courage. Grit. And a hot cup of tea.” Three things that Ghada Trotabas rates as important to her as a leader, which represent boldness, determination and the ability to listen. She has brought these traits to bear at Siemens Healthineers for over 20 years, most recently as Managing Director in Great Britain and Ireland since 2022.

Her core focus is on using technology and innovation in collaboration with the NHS and other health providers to realise a world where patients have more options, better support, and integrated care in the right setting. “The hospital of the future is not a hospital. It’s a health system...designed to keep people healthy, not only treat them when they’re sick,” says Trotabas. Importantly, this means delivering care in the community, rather than filling up hospital beds.

Trotabas is also fully behind Siemens Healthineers’ efforts to help the NHS achieve its ambition of becoming the world’s first net-zero health service – whether by cutting the power consumption of radiotherapy machines, reducing MRI scanning times with AI technology, or reducing the use of helium in scanners, for example.



Silvina Vilas

Global Marketing Director, Consumer Healthcare
Sanofi

Silvina Vilas is proud to state that it’s her job to, among other things, “break the poo taboo”. As Global Marketing Director for Sanofi’s consumer healthcare division, she is responsible for a product portfolio whose purpose is to “help empower people to live healthier, happier lives” with a particular focus on gut health. During her time at Sanofi, she has been behind several new product launches in the category, including one that featured an app partnership allowing users to track their gut health while taking the treatment.

Vilas has been in her current role for two years – leading on the development of integrated communication campaigns, while strengthening the innovation pipeline to bolster Sanofi’s market-leading position in the category – and at Sanofi for over five years in total.

She has more than 20 years’ wider experience in consumer healthcare and FMCG, having previously worked for both Reckitt and P&G.



“

**The hospital of the future is not a hospital.
It's a health system...designed to keep
people healthy.”**

Ghada Trotabas, Siemens Healthineers

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