

MarketingWeek

CX50

20  
24

The graphic features a large white 'CX50' text on a dark purple background. To the right is a white geometric pattern of overlapping triangles. Below the main title is a row of four white icons: a pie chart, a magnifying glass over a circle, a pie chart, and the year '2024'.

SECTOR 3 OF 5:  
PUBLIC SECTOR

IN PARTNERSHIP WITH



# Contents

---

Forewords	<b>3</b>
List methodology	<b>6</b>
CX50 2024 member profiles	<b>7</b>
About our partners	<b>18</b>



# 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

## PUBLIC SECTOR

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



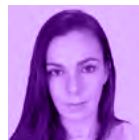
### **Rich Corbridge**

*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.

A white icon of a double quotation mark, consisting of two curved lines facing each other, positioned to the left of the main text.

**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

# About our partners

---

## **Cognizant**

Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernise technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life.

Zone, our experience consultancy, is the first port of call for businesses seeking human-centred partners who can transform, innovate and optimise any customer or employee experience. Our experience transformations, which include the latest GenAI innovations, change people's lives for the better, whatever the scale of the challenge.

Cognizant Netcentric, our Adobe Centre of Excellence, transforms customer experiences by leveraging the Adobe Experience Cloud. We enable brands to connect with their customers, achieve customer experience excellence and succeed in the digital era.

For more information, please visit [www.cognizant.com](http://www.cognizant.com) or [Cognizant's LinkedIn page](#).

## **Adobe**

Adobe gives everyone – from emerging artists to global brands – everything they need to design and deliver exceptional digital experiences. We empower people to create beautiful and powerful images, videos and apps, and transform how companies interact with customers across every screen.

Adobe Creative Cloud, Document Cloud and Experience Cloud bring together our design expertise with customer intelligence to deliver experiences that get results. With a robust platform that's powered by advanced science, a thriving community of partners and developers, and a culture that's passionate about pushing the boundaries of what's possible with our products, Adobe is changing the world through digital experiences.

For more information, visit [Adobe.com](http://Adobe.com).

Get in touch  
[CX502024@cognizant.com](mailto:CX502024@cognizant.com)