

Women with the talent to inspire

PAL HANSEN

In its 10th anniversary list of 35 women under 35, Management Today profiles a group of resilient and imaginative high-flyers who continue to thrive in hard times. Emma De Vita reports

It is 10 years since Management Today's first 35 Women Under 35 list, so it's a good time to draw some parallels between this year's roll call and the first one in 2001.

The inaugural year was overshadowed by a stock-market crash and featured a preponderance of entrepreneurs and creative types. The same goes for 2010. Who will be this year's Martha Lane Fox or Stella McCartney? There are plenty of contenders.

Many of this year's stars work in the creative industries or have connections to them. In fact, there are 12 women on the list who come from this sector, working in areas such as advertising, fashion, music and public relations.

This comes as a surprise. Traditionally, the first thing to go in a recession is the marketing, PR and advertising budget. And the first thing to be curbed in our personal spending is leisure. The fact that these women are thriving is testament to their grit and ability to put their creativity to good use.

The second important trend in this year's list is the strong showing by women from financial services — there are nine in total, from JP Morgan, Cantor Fitzgerald, Oxford Economics and HSBC.

There has been a lot of navel-gazing in the sector since the fall of Lehman Brothers in 2008. Had things got too macho? Don't we need more women in banking and economics?

The 2010 list heralds a new wave of influential young women looking to make their mark on the financial and economic life of Britain. However, their potential to inspire the generation coming after them rests on the eradication of the sexism that still

blights the Square Mile. The number of entrepreneurs on this year's list is also high, at 16 out of the total of 37 women (there are two joint entries). Some started their businesses just before the economy hit recession and have fought hard to make them a success.

One such success story is Nik Done, who is eight months pregnant. She started her PR agency, Unity, with business partner Gerry Hopkinson in 2005. "It's about having the belief that you've done the right thing and that, come hell or high water, you'll find a way through," she said.

Her biggest career challenge is imminent motherhood: "My business has been my baby and now I'm going to have a new one." It will be tough for her to let go during maternity leave. "Seeing other people make key decisions will be very difficult," said Done.

All the women emphasised the importance of being true to themselves — it wasn't a good idea to ape men. "The only disadvantage I've come across being a woman in business is the lack of role models," said Isabel Garvey, a senior vice-president at Warner Music International, who once had a career in the City. "The senior women there are not the type of character you want to become — they're quite masculine."

Garvey works in an industry in turmoil and relishes the opportunity to thrash out a new business model.

"The music industry has been challenging for the past five years but you have to keep looking ahead," she said.

Having such faith in the future takes self-belief, a characteristic all the women

share on the list. Jo Verdult, a board director at the AMV BBDO advertising agency, said: "It's important to be confident in your own ability."

Kate Prince, a choreographer, also emphasised this quality. "Persuade everyone you meet that you are talented," she advised. "Have a little bit of arrogance in yourself. It's something British women aren't very good at doing."

From confidence springs ambition, something the co-founders of the online boutique Cult Beauty, Jessica DeLuca Moore and Alexia Inge, have in buckets. "We were inspired by Natalie Massenet's sale [of Net-A-Porter, a deal that valued the business at £350m and made her a personal fortune of £50m]," said Inge. "We want to be the Net-A-Porter of beauty."

Tamara Rajah is another woman who has big plans. Not content with being a management consultant at McKinsey & Co, the 27-year-old also runs her own womenswear business in her spare time (it's her sleep that suffers: she survives on four hours a night). And it's Rajah's persistence, hard work and creativity that Britain needs to guarantee its economic recovery.



Girl power: Tamara Rajah, seated on the left, and behind her, Jo Verdult, Alexia Inge and Isabel Garvey with the pregnant Nik Done seated on the right

HOW THEY LINE UP

ALISON BISHOP, 30 Bishop began her career at Dresdner Kleinwort Benson. She joined JP Morgan in 2006 and is now vice-president of its private bank, covering high net worth individuals and family offices.

GEMMA BOALER, 30, and FAYE HUNTER, 29 Boaler gave up a successful marketing career at Thomas Cook, where she was made a director at 26, to found the music company Underdogs Management with Hunter in 2008. Hunter knows a thing or two about creative industries, having been an actress and dancer. The artists they manage include Toploader and DJ Krust.

VANESSA BRADFORD, 35 Having founded Cantor Fitzgerald's UK & Ireland structured credit sales team, Bradford, an American, now looks after 60 accounts. During 12 years at Lehman Brothers (leaving before it went bust), she became head of hedge fund sales for European structured finance.

JOANNA BREWER, 34 As UK strategic account manager at Enterprise Rent-A-Car, Brewer runs accounts worth more than £10m. She is also chairman of Enterprise's women in leadership committee.

ANNA BULLUS, 25 In 2008, Bullus designed Gumdrop, a bin for chewing gum made from recycled gum. After leaving Camberwell College of Arts, she studied 3D design at Brighton University. Bullus has showcased her designs worldwide.

LUCY CARVER, 34 As director of BskyB's The Bigger Picture, Carver leads the broadcaster's corporate social responsibility initiatives, including climate-change campaigns and sport projects. Previously, the Cambridge graduate was a senior product manager at L'Oréal in charge of the £35m Fructis portfolio.

NATASHA COURTENAY-SMITH, 33 Former Daily Mail journalist Courtenay-Smith founded her news agency Talk to the Press to connect people wanting to sell stories with media organisations. Since it was launched in 2007, Talk to the Press has sold more than 400 stories.

PIPPA CRONEY, 26 Croney joined JRBH, the consultancy, last year to create and lead its board division. Before that she spent five years in financial services. Croney has taken a vocal role in reforming board practices.

EMMA DAVIES, 33 After starting at JP Morgan, where she came top in its investment banking training programme, Davies moved to the \$10 billion fund Perry Capital in 2001. In 2007, she became its only female partner, heading its London office. She is starting a PhD in economics at the LSE.

JESSICA DeLUCA MOORE, 35, and ALEXIA INGE, 33 Before founding Cult Beauty, the online beauty boutique, with Inge, American-born DeLuca Moore worked as an analyst for investment banks in New York and London, having started as a consultant at IBM. Inge, a former journalist, is Cult Beauty's brand director. The site was named The Sunday Times's best beauty website 2010.

DANA DENIS-SMITH, 34 In 2007, Denis-Smith, a Romanian, founded Marker Global, a consulting firm that specialises in giving risk advice on emerging markets. She had already had successful careers as a BBC journalist, an analyst at The Economist and as a solicitor with Linklaters.

NIK DONE, 35 After stints at the PR agencies Ketchum, Larkspur and Band & Brown, Done and business partner Gerry Hopkinson launched the Unity agency in 2005. Its clients include Orange, Pizza Express and Nivea. She is pictured above in the 38th week of pregnancy.

SALLY FAIZ, 33 As a global portfolio manager at the Children's Investment Fund Foundation, Faiz is responsible for grants worth \$75m, used for child survival programmes in India and sub-Saharan Africa. Previously, Faiz, who has an Insead MBA, worked at McKinsey and the Medair charity.

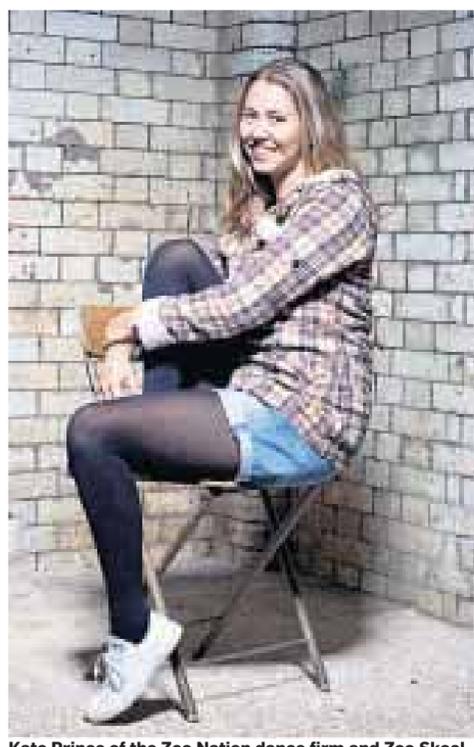
ISABEL GARVEY, 34 After six years in the City as a mergers and acquisitions analyst at Morgan Stanley and then in private equity at Compass Partners, triathlete Garvey joined EMI Recorded

Music, working for the chief executive. She was then headhunted to Warner Music International, where she is senior vice-president for commercial channels and consumer marketing.

LOUISE GOLDIN, 30 A graduate of Central Saint Martins, Goldin is head of knitwear design at Tereza Santos, a Brazilian house. She is a hot ticket in fashion, having worked with Ghost, Topshop and Ballantyne. She received the British Fashion Council's fashion forward award for 2010.

KRISTY GOODGER, 34 Goodger, an Australian law graduate, founded the beauty products business Elemental Herbology in 2006 after two years at Space NK. Within 18 months, she achieved a turnover of £1.3m. Her products are distributed to retailers in 15 countries.

BECKY HEATH, 25 Frustrated at the lack of good internships, Heath founded Internocracy, a social enterprise that has established



Kate Prince of the Zoo Nation dance firm and Zoo Skool

the first quality mark for internships. Its clients include KPMG and national charities. Previously, Heath worked at Adfero, a news agency, where she was quickly promoted to head of news content.

KIRSTY MacARTHUR, 31 MacArthur joined Coutts at 22 after a stint at the BBC and in 2007 joined UBS to start a sport and media client book. Today she is a divisional director at Heartwood Wealth Management, which has more than £1 billion under management. MacArthur was named as a Financial News rising star for 2010.

HELEN MACNAMARA, 34 As head of policy and planning at the Department for Culture, Media and Sport, MacNamara was responsible for preparing it for the general election and managing the transition to a new government. She served as principal private secretary to Tessa Jowell, working on the Olympic and Paralympic bid.

SARAH McCREATH, 35 McCreath began her career at

KPMG in 1999. By 2007, she was running the firm's consumer audit department in London and was selected for its executive MBA programme. In 2008, she won the UK KPMG people management award. Her clients include Gucci, Hugo Boss and Bulgari.

CONSTANCE McDONNELL, 34 A Chancery barrister at 3 Stone Buildings, McDonnell was called to the Bar in 2000 and focuses on property, trust disputes and contentious probates. She is recommended by Chambers & Partners as a leading junior and lectures extensively. A wine buff, McDonnell recently took up shooting.

ALICIA NAVARRO, 33 After a decade of working in web and mobile application product management for IBM, Vodafone, Optus and Fairfax Media, Australian-born Navarro set up her Skimlinks, which helps businesses make money from online content through affiliate links. It won best new business at the NMA Effectiveness Awards.

RAIN NEWTON-SMITH, 35 After stints at the Bank of England and the International Monetary Fund, Newton-Smith joined Oxford Economics in 2008, where she is a senior economist. She has responsibility for forecasting and monitoring developments in China, Hong Kong and Taiwan. The Oxford graduate is also a triathlete.

ANITA PANCHMATIA, 28 After starting in equities and derivatives at JP Morgan, Panchmatia works at Goldman Sachs's private wealth management arm, where she develops products for high net worth clients and delivered its first Islamic finance product. She also teaches at Harvard.

EMILY PORTER-LYNCH, 30 Formerly with Asset Alliance, ABN Amro and Key Asset Management, Porter-Lynch is a hedge-fund portfolio manager for the Universities Superannuation Scheme. She is one of two portfolio managers who have allocated more than £600m to nine hedge-fund managers.

KATE PRINCE, 35 Prince is a choreographer who founded the dance company Zoo Nation and its sister school for youngsters, Zoo Skool. In

2008, she directed Into the Hoods, the first hip-hop and longest-running dance show in the West End. An associate artist at Sadler's Wells, Prince was lead choreographer for the 2008 Beijing Olympic Games.

TAMARA RAJAH, 27 Rajah is a management consultant at McKinsey. She has a first-class degree in biological natural sciences from Cambridge and has a Wharton MBA. At Cambridge, she co-founded a prenatal genetic testing start-up. She runs a women's businesswear company, Tamara Kanes, in her spare time.

AMANDA ROSE, 34 Canadian-born Rose was behind Twestival, which used social media to raise \$1m for charity. Rose co-ordinated London Fashion Week and the Brit Awards before founding Connect the Dots, a strategy consultancy. In March, CNN named her one of the year's Most Intriguing People.

ANETTE SIMPSON, 35 Head of development at First Base, a property regeneration company, Simpson is about to become head of planning and development for Earls Court and Olympia at Capital & Counties Properties. She will manage a £30m budget.

EMMA SINCLAIR, 33 Credited as the youngest woman, at 27, to list a business — Mission Capital — on the Alternative Investment Market, former investment banker Sinclair went on to found car-park management company Target Parking in 2008. She is a school governor, works with charities and mentors smaller businesses.

JO VERDULT, 30 This Oxford graduate was only 27 when she was made the youngest board member at the AMV BBDO ad agency. Verdult has headed accounts for Yellow Pages and Aviva and now has responsibility for J Sainsbury, leading a team of 19 and reporting to the managing partner.

KAREN WARD, 29 Ward started at JP Morgan after an MSc in economics at University College London. After three years at the Bank of England, where she provided analysis for the monetary policy committee, Ward joined HSBC in 2006, where she is now a senior global economist.

CLAIRE WATT-SMITH, 27 In 2008, Watt-Smith founded BoBelle, an accessories company that makes fair trade products from recycled and organic materials, including eel skins. The brand can be found in more than 50 boutiques in Britain and Ireland. Watt-Smith regularly speaks on entrepreneurship at Oxford and the London School of Economics.

JO WIMBLE-GROVES, 32 Wimble-Groves was only 16 when she and her brother set up Active Digital, a mobile communications company. Turnover last year was more than £3m and its clients include Birds Eye and the British Red Cross. Wimble-Groves oversees customer relations, marketing, public relations and human resources.

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