The young female business leaders of tomorrow building a more equal world

oes vour man work here?" Diane Farrell, a petite 29-yearthat as she arrives | lead at Google at the Talisker Distillery on the Isle of Skye, one of the most renowned Scotch whisky distilleries in the world.

"No," she replies. "I'm the boss." Farrell heads the entire site, which produces around three million litres of alcohol and attracts more than 75,000 visitors each year. Unusual in the male-dominated whisky industry, she also leads an all-female management

Farrell is used to surprising people. After completing a master's degree in chemical engineering at the University | like and shake things up in the of Strathclyde then an IBD diploma in distilling, where she was awarded the Simpson's Malt Award for achieving the highest grade, Farrell joined drinks giant Diageo. By the age of 25, she was a line manager at Blythswood in Glasgow, a 31-acre site for warehousing, coopering, blending and bottling. She had 19 direct reports - and they

were all men. "They looked at me in astonishment and thought, 'who is this wee lassie?' But I rolled up my sleeves and got stuck in. I listened to them, made changes and earned their respect.

Farrell wants to rise to director-level borough of Tower Hamlets. at Diageo, a company which ranks fourth on the Thomson Reuters Diversity & Inclusion Index and aims to increase female representation in its in the process than any other candiglobal senior leadership team to 40pc by 2025. "These kinds of roles should be standard for women – not a shock," says Farrell.

Farrell features on this year's 35 Women Under 35 list, published by Management Today in partnership School to shine a light on the country's | -an angel fund and network of young future female business leaders. According to the World Economic

these ambitious young businesswomen will not wait. "I want to be CEO of a FTSE 100 ompany by the time I'm 40," says old, is often asked | Crystal Eisinger, strategy & operations

> Eisinger was the first member of her nily to go to university, achieving a louble first class degree in social and olitical sciences from Cambridge. nger admits that she's frequently "the voungest, the only female and the only non-white person" in meetings. According to McKinsey's Diversity Matters report, 78pc of UK companies have senior-leadership teams that fail to reflect the demographic composition of the country's labour force and oulation

> "I want to challenge the assumpons around what leadership looks boardroom," says Eisinger, who's currently penning a book for women in the early stages of their career called How to Lean in When You're Not the COO of Facebook. "Success, for me, is about leaving a legacy of generosity and kindness rather than a trail of destruction."

These female millennials are eaning so far in, they're practically horizontal. Take Zara Davis, for example. While working as a researcher for Greater London Author ity, Davis decided to get involved in local government in her home

At the age of 22, she was elected as a uncillor to represent the 19,000 resi dents of Millwall, receiving more votes date in the borough, ever. She also became a governor of a local state

primary school. "If you want change, you have to nake it happen," says Davis. Christina Bechhold Russ agrees.

When she was 26 and working for Citi with Accenture and Warwick Business in New York, she set up Empire Angels professionals investing in early-stage Forum, the global gender pay gap will | invited to an event for investors and take more than 200 years to close. But | hovering at the back of the room. "A

picture, believes that if you want make it happen yourself. A philosophy she put into practice when at 22, she became the voungest-ever councillor in her home borough of Tower Hamlets

Zara Davis, main

told me: 'Never sit on the sidelines.' change you have to That stuck with me. If you want to be included, step forward and speak up Now as a London-based director a Samsung Next Ventures, Bechhold Russ manages investments in earlystage software and services firms, and is leading the company's drive to back more female-led start-ups - "not just because it's the right thing to do but

well-known investor came over to me

and offered me his seat at the front. He

because it makes business sense". According to the recent Rose Review, only one in three of Britain's entrepreneurs is female, a gender gap that's equivalent to 1.1m "missing businesses". Closing that gap could generate an extra £250bn in added gross value for the economy. Entrepreneur Susie Ma set up

Tropic Skincare in 2003 when she was just 15, with £200 borrowed from her mother. She followed a family recipe to concoct a body scrub of sea salts and essential oils, which she sold in jam jars at Greenwich market, southeast London. At the end of her first day at the market, she'd sold her entire stock for £980.

Ma was born in Shanghai under the one-child policy and grew up in Australia. "My parents worked as street vendors selling novelty souvenirs. They hustled day and night," she says. "I learned early on that money isn't easy: you have to work damn hard

for it? Tropic Skincare, which is certified CarbonNeutral, is now one of the fastest growing companies in the country - on track to hit £100m turnover in the next two years. It recently moved to a new 48,000 so ft headquarters in Croydon to accommodate its growing workforce

of 160 staff. Ma sells 3.3m vegan, cruelty-free beauty products a year through her network of 14,000 commission-earning ambassadors (think New-Age Avon). "We're inspiring an army of eneurs across the country. I want to help create a more empowered world," she says.



Sunday 23 June 2019 The Sunday Telegraph

The Sunday Telegraph Sunday 23 June 2019

local state school. She joined McKinsey in 2012 and powered through the ranks, becoming associate partner in 2017. Last year Davis was promoted to VP of strategy & perations at QuantumBlack, the IcKinsev-owned data analytics firm which started out as an adviser to Formula 1 race teams a decade ago.

Serena Guen, founder, Suitcase magazine - 29

When Guen was at NYU, she had e simple idea of combining eal-life travel advice with beautiful imagery for the nodern-day traveller, so she started *Suitcase* magazine from her dorm room. It now has a uarterly print circulation of 7,000 and is available in more than 50 countries on newsstand. Described as the "Mark Zuckerberg of publishing". she also runs Suitcase Media, a full-service creative agency Yachtsman of the Year Award and for travel and lifestyle brands. Guen is behind the #CookForSyria and #BakeForSvria campaigns. raising more than £750,000 for Unicef's Next Generation.

Sissel Gynnild Hartley, founder & **CEO**, Nala Marketing - 32

Sports marketer Gynnild Hartley made her name at the Football Association, where she now head of customer & commercial elped to double attendances at Women's Super League games, took the Women's FA Cup to Wembley and launched the Lionesses brand – as well as working on last year's award-winning World Cup campaign. In January this year she decided to go it alone, setting up Nala Marketing with the aim of raising the profile and popularity of women's sport more generally, with clients

Mursal Hedayat, founder, Chatterbox – 28

ncluding Uefa, the FA and the UCFB.

After visiting the infamous Calais Jungle in 2016 as part of her studies, Hedayat decided to do something to help refugees integrate more easily into the world of work. So she set up anguage school hatterbox, training efugees to become

Meaning business and making a real difference

Susie Ma, founder, Tropic Skincare – 30

China-born Ma started Tropic Skincare when she was 15, selling a nomemade body scrub at Greenwich Market to help her mother pay the bills. It's now one of the fastest growing companies in the country employing 160 staff at its

headquarters in Croydon and turning over £29.5m last year. Ma attracted the attention of Lord Sugar after

appearing in the seventh series of The Apprentice: subsequently invested £200.000 in her vegan, cruelty-free skincare brand in

return for a 50pc

stake.

Nabila Aydin, global marketing director, FDM **Group – 34**

With a team that spans five time zones, Aydin is the most senior female executive at FDM Group. leading the FTSE 250 firm's global brand transformation. She joined FDM – a professional services business specialising in IT and recruitment – as a junior employee i 2007, and thanks to her dynamism and commitment rose to became the firm's first (and youngest ever) female VP, and the first from a Hispanic/ Middle Eastern background. Aydin also sits on TechUK's skills and diversity council.

Crystal Eisinger, strategy & operations lead, Google – 29

Following a fully-paid gap-year placement with Deloitte, Eisinger studied social and political sciences at Cambridge University, then received funding from the Hinduja Foundation to do a master's degree in political thought. Now strategy & operations lead at Google, she spearheads the tech giant's customer

centricity initiative leading a virtual team of 15 across London, Dublin and Hyderabad. She was selected for The Marketing Academy 2018 scholarship iture Leaders Award, a bursary for nted and inspirational women.

Sara Davies, founder, **Crafter's Companion – 35**

> The latest (and youngest ever) recruit to the panel on entrepreneur show Dragons'Den, Davies is a bona fide inventor who came up with the idea for The Enveloper, which makes bespoke envelopes for handmade cards, when she was a student at York Iniversity, When the

product made its debut on shopping channel Ideal World, 1,500 units sold in 10 minutes. Davies' isiness, Crafter's Companion, now sells a wide range of craft products, exporting to 40 countries, employing 190 people in the UK and the US and urning over almost £33m.

Charlene Friend, COO, Acosta Europe – 34

Friend started out in consulting with PwC and, by the age of 28, was a European finance director at brand olutions business Monotype. She was eadhunted to join Acosta, one of the largest FMCG marketing firms in the world, two years ago and is spearheading its move into Europe. She works closely with group president and CEO Alejandro Rodriguez Bas, who describes Friend as "a passionate and driven leader who sn't afraid to take tough decisions".

Venetia Archer, founder & **CEO**, **Ruuby** – **31**

Not your typical beauty entrepreneur, Archer - a Cambridge-educated former geopolitical risk analyst

specialising in Somalian piracy - set p her concierge app Ruuby in 2015 to lo for beauty what Deliveroo has done for takeaways. Having raised £2m to start the business. Ruuby now connects over 50.000 customers with 1,000 freelance beauty therapists, and ousiness partners include L'Oreal, the British Fashion Council and Mandarin Oriental Hotels. Archer recently acquired two rivals - Neat Nation and Perfect 10 – and revenues are expected to hit £10m this year.

Kathryn Campbell, John rogramme and received a 2019 WACL | Lewis Partnership architect -33

As custodian of John Lewis Partnership's entire built estate - 50 department stores, 200 Waitrose branches, distribution centres, offices and even hotels - Campbell is responsible for the bricks and mortar of one of the UK's best-loved retail brands. She joined the partnership last vear from architect BDP London. where she worked on a number of high-profile projects including the new £1bn Google HQ in St Pancras, the £4bn Palace of Westminster restoration programme and the £550m Westgate Centre in Oxford.

Jodie Cook, founder, JC Media – 30

Cook is the founder of JC Social Media, the digital marketing agency she started from her bedroom when she was 22, and co-creator of the Clever Tykes series of enterprise storybooks, which introduce children to entrepreneurial role models. Thanks to a partnership with Lloyds Banking Group, the books are now available free of charge to every primary school across the country. She's a trustee for Birmingham Metropolitan's Creative and Digital Academy and Sport Birmingham, the local arm of Sport England, plus a board member of Silicon Canal. She has also represented Great Britain at powerlifting: she can dead lift three times her own body weight.

Zara Davis, VP of strategy & operations,

QuantumBlack – 31 Davis started her career at the Greater London Authority, working on preparations for the London 2012 Olympic Games. At the age of 22, she was elected as a councillor for the London Borough of Tower Hamlets, one of the most deprived areas in the country, and became governor of a

100 1.00

teachers of their own native languages, and also connecting them with organisations in need of their skills. So far, more than 110 coaches have been trained, engaging with 800 learners. Chatterbox has signed up universities, non-profits and corporations, and received backing from Bethnal Green Ventures and Nesta. Hedayat - who arrived in the UK aged three as a refugee with her mother - has been named an MIT Innovator for her inspirational work.

Nikki Henderson, professional vachtswoman

- 25

education.

Foundation.

In July 2018, Henderson became the youngest skipper in history to finish a round-the-world race. Heading up a team of 60, she battled 100mph winds and 50ft waves over 11 months to complete the gruelling 40,000-nautical-mile Clipper Race. She was just 25. An inspiring young leader, she won the 2019 YJA recently skippered the iconic yacht Maiden to Sri-Lanka, kick-starting a

Ana Herranz, head of customer & commercial

world tour to promote female

strategy, Telefonica UK - 34 Spanish-born super-achiever Herranz speaks five languages and has three master's degrees and an MBA to her name. She has worked in finance for BNP Paribas, as an analyst at steel giant Arcelor Mittal, and as a management consultant at PwC. She is strategy for Telefonica UK, owner of the O2 mobile brand, where she works directly with the board. She is a member of the O2 Women's Network and has led workshops for female entrepreneurs for the Cherie Blair

Christina Bechhold Russ, director, Samsung Next

Ventures – 33 American angel investor Bechhold Russ is the first female director at Samsung Next Ventures, the South Korean tech giant's investment arm, where she manages investments in early-stage software and services companies. She's also the co-founder of Empire Angels, a New York-based network of young professionals investing in start-ups, and a founding

board member of Hope on a Strong, a not-for-profit empowering youth and strengthening communities in Haiti through music and performing arts.



She was recognised by Business Insider last year as a Woman to Watch in Venture Capital.

Oluchi Ikechi, managing director, head of business restructuring and innovation, UKI, Accenture - 35

Having graduated with a first in information systems from Brunel University. Ikechi is a rising star in Accenture's financial services business: she built and now leads the firm's business restructuring and innovation unit in the UK and Ireland. Her work includes creating innovative solutions for global banks plus asset and wealth management firms, leading multibillion-pound restructuring deals and helping firms prepare for Brexit. She sponsors Accenture's African and Caribbean financial services community and mentors entrepreneurs.

Diane Farrell. senior site manager, Talisker **Distillery**, **Diageo** – 29

Having completed a master's degree in chemical engineering at the University of Strathclyde and an IBD diploma in distilling, Glasgow-born Farrell now works for Diageo, the global drinks giant behind brands including Juinness, Johnnie Walker and Baileys. She heads up one of the world's most renowned Scotch whisky distilleries the Talisker Distillery on the Isle of Skye. Farrell oversees the entire production process and visitor centre.

Irra Ariella Khi, CEO and founder, VChain – 35

When she was 29, Khi was an out-ofwork single mum sleeping on a friend's sofa. Now she's the founder and CEO of VChain, the first productionised blockchain-enabled security system for the airline industry, with clients including BA and Emirates. The business has taken out three patents for its identity-as-aservice technology, which helps airlines to improve security and provide a better and faster customer experience. Khi, who has a master's degree in history from Oxford University and speaks nine languages, nas raised £4m for VChain.

Maree Kinder, founder, Beauty & Seoul – 32

When adopted orphan Kinder returned to her native Seoul looking for her birth parents, she also began a side-hustle blogging about the hugely fashionable Korean beauty scene and curating her favourite products. Ultimately disappointed in her parental search, she threw herself into vriting a business plan in an effort to turn tragedy into triumph. It worked: Beauty & Seoul is now the UK's leading online K-Beauty specialist retailer. Kinder still volunteers at her South Korean orphanage whenever she is in e country and donates a portion her profits to it.

Emmalene Maxwell, CFO, **The Fold – 32**

After notching up corporate experience with the likes of American Express and L'Oréal, Maxwell qualified as a chartered accountant and went on to join Charlotte Tilbury in 2013, helping to build the fledgling start-up into a global beauty brand. She became CFO of contemporary womenswear label The Fold in 2017. On Maxwell's watch, the business has grown 80pc year-on-year, turning over more than £10m in 2019. The Fold founder Polly McMaster describes her as a "true partner and wingwoman".

Alexandra McCready, head of reputation & privacy, Vardags – 34

McCready studied law at Cambridge, completed her training at Linklaters, which included a six-month secondment to the Prince's Trust, then spent eight years working as a solicitor at Schillings. She now heads the reputation and privacy department at Vardags, working for clients ranging from billionaire CEOs to A-list elebrities. Described as "one of the harpest, well informed lawyers in her field", she has featured in the Citywealth Leaders list and the Future Leaders Top 100 list.

Shanice Mears, co-founder and head of talent, The **Elephant Room**

Mears went from intern at an agency to co-founder of an agency in less than a year. Her business, The Elephant Room, is focused on diversity, creative collaboration and championing emerging talent, winning clients

including Converse, Dyson and the National Trust. "We're not just here to do advertising. We're here to change advertising," she says. Mears is also brand manager at Guap magazine, has her own event series Girls Let's Talk, and curates an online industry talent network called The Guestlist. She was nvited to sit on Downing Street's race lisparity audit advisory board earlier

iddhi Mehta, founder, **Rhythm 108 – 34**

his vear

Mehta graduated with a master's gree in engineering science from xford University then consulted for cKinsey before starting Rhythm 108, ing to revolutionise the food dustry with her vegan, gluten-free nacks. She began selling her "betteror-you treats" at a Sunday market: ey're now stocked in more than ,000 shops including Sainsbury's and

Selfridges. "Biscuit by biscuit, chocolate by chocolate, we're slowly laying the brickwork for a new type of food industry," she says. Mehta expects turnover to hit £14m next

Ayesha Ofori, founder, Axion Property Partners – 34

With a master's degree in physics from Imperial College and an MBA from London Business School, Ofori joined Goldman Sachs and rapidly became one of the firm's most senior black women in a client-facing role in Europe. She quit to set up Axion Property Partners, an investment firm for UK property investors, and the Axion Academy, educating underrepresented groups about property investment. She has also started two new communities, PropElle and the Black Property Network.

Naomi Pryde, partner, DWF - 34

A commercial litigation lawyer specialising in complex crossborder cases, Pryde joined law firm DWF as a partner earlier this year. She is qualified in three jurisdictions and is The Law Society of Scotland's council member for England & Wales. On top of her day job, Pryde is a volunteer solicitor for the National Centre of Domestic Violence, obtaining injunctions and nonnolestation orders for women who are being abused by their partners. She also supports SmartWorks charity and the Red Box Project, which seeks to prevent period poverty

Ruby Raut, founder, WUKA – 29

Eco-entrepreneur Raut grew up in Nepal where women are frequently shamed - and banished - when menstruating; the Nepalese word for periods is "nachune" meaning untouchable". Aged 20, she moved to London, gained a degree in environmental science and raised £7k through crowdfunding to launch WUKA (which stands for Wake Up Kick Ass) in 2017. Her brand of eco-friendly, reusable "period pants" completely replace tampons and pads. Raut is listed in the 2019 Top 100 Women in Fem Tech and Health Tech

Emma Roberts, Lean In Global Programs, senior lead, LeanIn.Org – 29

While Roberts was working as an account director at Procter & Gamble she set up the Lean In Supper Club in London - growing it to 700 members in the first year. She soon attracted the attention of LeanIn.Org, the non-profit should be standard organisation founded by Facebook COO Shervl Sandberg, and was recruited as its first international

Christina Bechhold Russ, far left; Susie Ma, middle left; Crystal Eisinger, left

Success, for me, is about *leaving* a legacy of generosity and kindness rather than a trail of

- 27 destruction Robertson trained in law before

changing track and pursuing a career in the third sector. She's now the managing director of One Young World, the global forum for young leaders. Known as "the junior Davos" its annual summit draws more than 1,500 young leaders to discuss some of | and legal in 2017. She was promoted to the world's most pressing challenges, ranging from climate change to sexual violence. Having represented Scotland at the World Debating Championships, she is also the founder of W1 Debates.

Christina Sandkuehler, company director, **Integrity Research &** Consultancy – 34

Born in Germany, Sandkuehler worked as a PR consultant in Berlin and London, climbing the ladder to become head of corporate communications at LaSalle Investment Management before pivoting into the international aid sector. She is now the youngest and first female board director at Integrity, an international consultancy that works with clients including the UN. World Bank and the

UK government to end conflict and build stability in countries such as

Daniela Seitz, founder, Twigdoo – 28

Syria and Sudan.

Seitz trained as a professional chef before joining grocery start-up Hubbub then starting her own venture Twigdoo, a lead management platform which handled inquiries from potential new customers. allowing business owners to be more efficient with their time and focus on their warmest leads. The business counted serial entrepreneur William Reeve - the founder of LOVEFiLM. com and Secret Escapes - as a nonexecutive director and investor. He describes Seitz as "one of the most talented people I've worked with". With entrepreneurial experience under her belt, she's now looking to pivot into the corporate world.

Amrita Srivastava, director Diane Farrell, above, of business development, Mastercard – 34

believes the top executive roles for women – not something that's a entrepreneurs and businesswomen.

shock to the system India-born Srivastava did stints in

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Don't miss out on pension wealth

Divorced and female? Expert advice is essential to achieve a secure retirement

Women are still getting a raw deal when it comes to

divorce and the splitting of assets and pensions. Once the bricks and mortar has been sorted out, total pension wealth is often overlooked in terms of a fair division. According to research, the average married couple aged 50+ has three times the pension wealth of the average divorced woman.¹

Lower pension

I was told

sit on the

sidelines.

That stuck

with me. If

you want to

step forward

be included.

and speak

up

once to never

For women, comparatively lower pension wealth can be due to career breaks for raising children, as well as lower earnings and subsequently lower pension contributions.

Protect your interests Over-reliance on a partner's retirement plans could spell trouble in the event of divorce, so it's important

for women to find out what pension provision they have to help to protect their interests.

50% of women surveyed have no idea where their pension is invested.²

Take control

Taking control of how your pension arrangements are invested and making them work harder is a good way to help bridge the retirement gap. Also look carefully at any of your existing investments and develop a clear strategy that will help you to live comfortably throughout your retirement.

Get advice

Using the services of a local financial adviser from our trusted service provider St. James's Place means

Source :(1) Fidelity 2018 (2) Royal London 2018. Telegraph Media Group is an appointed introducer to St. James's Place Wealth Management which is authorised and

employee to grow its presence across Europe. She now leads the Sheryl Sandberg and Dave Goldberg Family Foundation's global growth strategy, managing a team across three continents and overseeing a

35 Women Under 35

In Circles in 172 countries. Ella Robertson, managing

director, One Young World

A London Business School graduate with a passion for supporting female

banking giant Citi and managemen consulting at AT Kearney before landing her current role: leading fintech and B2B payments for Western Europe at MasterCard. She is spearheading a project to find and support community of more than 43,000 Lean more female-led fintech start-ups and aims to turn it into a global initiative across Mastercard.

Kate Surala, partner, The Analyst Legal – 26

At the age of 12, Surala went to court to watch her social-worker mother represent minors. Inspired by what she saw, she went

on to study law and finance at Oxford University, then joined law firm The Analyst Legal as head of compliance COO after four months and made partner earlier this year, having helped the firm to double in size - both in the number of staff and revenues. Surala is studying for a PhD and supports digital charity platform Cancer Central UK.

Rosie Warin, founder, Kin&Co – 32

Warin is the brains behind Kin&Co - a next-generation management consultancy focused on diversity and sustainability. She started the firm in 2016 when she was 29 and has beaten competition from some of the world's top consultancies to win clients such as TripAdvisor, Ella's Kitchen, Comic Relief. Danone and BT. With an all-female leadership team, Kin&Co has offices in London and Toronto, 38 employees and will turn over £2.6m this vear.

Hannah Willmott, chief of staff to the Master of the Household, Buckingham **Palace – 26**

A polylingual Oxford graduate Willmott joined McKinsey as a business analyst in 2015 before working as chief of staff - and "a challenger and coach" - to managing partner Dame Vivian Hunt DBE. In that role, she helped to launch Generation, an independent nonprofit aimed at tackling youth unemployment. Willmott is currently on secondment to Buckingham Palace acting as chief of staff to the Master of the Household.

Sarah Zaidi, engagement manager, McKinsey & Co

Born in Saudi Arabia, Zaidi has studied at Oxford University and Harvard Business School. Still under 30, her CV includes working as a research assistant at Pakistan-based women's rights organisation Shirkat Gah, an adviser to the Pakistani ambassador to the United Nations, and a consultant at The World Bank. Now an engagement manager at McKinsey's London office, she is helping to shape the firm's public finance practice.



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