**VICTORIA TOMLINSON**

DIGITAL STRATEGY STAKEHOLDER RELATIONSHIPS ENTREPRENEURSHIP

Highly capable, award winning businesswoman with **NED and chair** experience**;** worked in public, private and third sectors. Strong influencing and advisory skills, transformational leadership with business acumen. Ability to raise aspirations and challenge supportively.

International experience in Middle East, Asia, Africa and Americas. Implemented trail-blazing culture change as executive of big four professional services firm, responsibility for employee focus in merger. Founded niche communications consultancy, led strategy to innovate through three recessions and successfully opened up new Middle East market, leveraging contacts through social media to win business.

Recognised strategist, thought leader and media commentator on digital.

* Remuneration + nominations cttees - Board governance - Customer insights
* Strategic communications - Reputational risk - Commercial focus

**NED AND CHAIR EXPERIENCE**

**University of Leeds 2013 – 2016**

One of the world’s top 100 universities. Over three years the management division doubled income to £10.3m, increasing staff costs by just 600k. 20% increase in Masters Applications; deficit turned around to surplus. Board members are directors of corporates eg M&S, Barclays, Microsoft; local SMEs and academics

* **Chair** – management division advisory board. Shaped board agenda to maximise corporate input on research and employability. Balanced academic contributions. Sounding board to head of division. Awarded **VC’s Leadership Award** 2016

**Northern Ballet 2009 - 2017**

Renowned for inventive narrative ballets; touring throughout the UK and overseas reaching audiences who otherwise would not have access to world-class dance

* Member remuneration committee – advising options re potential unequal pay challenge
* Member nominations committee – facilitated skills gap analysis and succession plan
* With the chief executive, achieved successful appointment of prestigious new chair, Sir David Wootton; sensitive management of board members who had wanted position
* Led review of fundraising effectiveness; supported process to change head of fundraising and make new appointment. Fundraising increased 2:1 to 3:1 to date

**Bradford University School of Management 2008 - 2014**

Top 100 global business school

* Member, advisory board. Participated in strategy day to achieve global gold standard and reposition against international competition. Successfully retained global top 100 position

**Common Purpose North Yorkshire**

* Founding member – steering group. Used networks to recruit key business leaders and develop programme. Within six months financially secure and achieved double targets

**Crohn’s + Colitis UK 1983 – 1989**

* Member, national executive – developed and implemented strategy to grow from 1k – 14k membership; developed and ran personal charity ball raising £40k over four years
* Chair, PR committee – created and recruited leading journalists/PRs to create award-winning campaign

**VICTORIA TOMLINSON**

DIGITAL STRATEGY STAKEHOLDER RELATIONSHIPS CHANGE AGENT

**EXECUTIVE EXPERIENCE**

Chief executive and founder of **Next-Up**, an online platform for ‘unretirees’ launched in 2018. This developed out of **Northern Lights,** a niche strategic communications consultancy. In both businesses have hadoversight of strategy, marketing and finances, campaign creation and delivery, employee recruitment and development and provision of advice to directors in public, private and third sectors. In 2012 successfully targeted new market in the UAE, developing innovative thought leadership services for directors. Amazon best-selling author, BBC expert commentator, strategic blogger and renowned for trusted business relationships.

From 1986 to 1989 provided strategic advice to international banking and insurance partners at **Arthur Young** (now **EY**);as director of client services and on leadership team, developed and implemented transformational culture change of London office and turned around service delivery of 100-strong division. Member of UK merger team with Ernst & Whinney, led merger of support services and responsibility for ensuring client service maintained as merger delivered.

Created award-winning paid internship at Northern Lights for ethnic minority graduates, to increase diversity in communications industry.

**EARLY CAREER**

From 1980 to 1986, opened up new markets in Africa for banknote printers **Bradbury Wilkinson** (now **De la Rue**); turned around business reputation with campaign in South Korea at World IMF conference and New Zealand.

As graduate trainee/legal contracts officer at national engineering company, **Plessey Aerospace** (now **GE)** from 1977 to 1980 worked across the manufacturing business and responsibility for managing patents and negotiating aircraft contracts with Indian and Chinese governments.

**FURTHER EXPERIENCE**

CBI representative – government advisory committees 2004 – 2008

Trustee – York and North Yorkshire Community Foundation 2002 – 2008

Member – Proof Committee, CIPR 1995 - 1998

Member – Chartered Institute of Public Relations, Yorkshire 1990 – 1992

Governor – Gateways School, Leeds 1991 - 1996

Leeds Chamber of Commerce, Transport Committee 1991 – 1993

**AWARDS AND RECOGNITIONS**

* VC’s Leadership Award, University of Leeds 2016
* Mentor of the Year finalist, Northern Powerwomen 2016
* Communicator of the Year, CIPR 2011
* Top 100 Yorkshire Entrepreneur, Yorkshire Post 2010
* National industry awards, regularly from 1991 - present

**SPEAKING ENGAGEMENTS**

* Conference speaker – World Franchise Forum, Dubai 2016
* CBD Now conference, Abu Dhabi 2015
* Keynote dinner speaker – Farrer & Co 2014
* HSBC Women’s Day Conference, Dubai 2013

**QUALIFICATIONS**

* HND Business studies, Southampton College of Technology 1975