

Jasmine Whitbread **Chief Executive, London First**



Jasmine was appointed Chief Executive of London First in December 2016, with the mission to make London the best city in the world to do business. She is also a non-executive director of BT Group and of Standard Chartered Bank, where she chairs the Brand, Values and Conduct Committee.

From 2005 to 2015, Jasmine was CEO of Save the Children: first turning around Save the Children UK, then bringing together all the members of the federation to create Save the Children International. This merger aligned 25,000 staff working in 120 countries behind a single mission, strategy and campaigning voice, growing the global budget to over 2 billion USD. Jasmine's experience in the non-profit sector began in 1999 when she worked in West Africa with Oxfam.

Prior to this Jasmine's career was in international marketing in the business-to-business technology sector, holding management positions with Rio Tinto and then in the US with Cortex (a venture-funded start-up) and Thomson Financial.

Jasmine was awarded a BA in English and an Honorary Doctorate of Laws from the University of Bristol and completed the Executive Program at the Stanford Graduate School of Business. She holds dual British/Swiss nationality and is married with two children.

For all media enquiries and interview requests, contact Emma Hutchinson at London First on 020 7665 1422 or 07852 030 305.