

Caroline Sumnall

Chief Marketing Officer

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Caroline leads our Client and Marketing function and is a member of the Executive Board. With a Master's degree in Brand Leadership, her remit covers brand strategy, business development, bids, client care, front of house, and internal and external communications, including PR, content development, design, website and events.

Caroline's career has spanned a variety of sectors, and in addition to working in the UK, her international career has taken her to Zurich and Washington D.C. She has led numerous BD and marketing teams, and career highlights have included leading rebrands of law firms and major property developments, including brand strategy, behavioural change, and visual and verbal identity transformations.

Caroline is passionate about social mobility, volunteering with organisations that have supported young people for over 30 years. She has given careers presentations in schools and universities, and mentored students from inner city estates. Throughout the pandemic she volunteered with XLP, the Social Mobility Foundation and Inspiring the Future.