



Major Career Roles

CEO, JLA Group

CEO, Capquest Group

CFO, ASOS plc

Non-Executive Director, ITV plc

Non-Executive Director, JD Sports plc

Retail Finance Director, ASDA

Other Career Highlights

Non-Executive Director, Entain plc

Managing Director, Barclaycard International

Retail Finance Director, Lloyds Banking Group

Helen Ashton is an experienced business leader with over 30 years of international experience across multiple industries and ownership structures.

Helen's executive career culminated in her role as Chief Financial Officer at ASOS plc, where she sat on the PLC board and helped steer the business through rapid international growth and digital transformation. During her tenure the business doubled in size, and she led global functions including finance, investor relations, legal, procurement, CSR and data.

Prior to this, she was CEO of Capquest Group, a private equity-backed financial services business, where she delivered a comprehensive transformation programme and a successful trade exit, before serving as COO during the transition. She subsequently became CEO of JLA Ltd, a Cinven-owned business, where she redefined strategy, drove operational efficiencies and built new digital and data capabilities alongside completing multiple acquisitions.

Earlier in her career, Helen held senior finance and leadership roles at Lloyds Banking Group, Barclays and ASDA, and began her career in commercial finance becoming a qualified accountant.

Helen currently holds a portfolio of Non-Executive Director and advisory positions. She is a Non-Executive Director at ITV plc and at Entain plc, where she chairs the Audit & Risk Committee and sits on the Nomination and Remuneration Committees. She was previously a Non-Executive Director and Audit & Risk Chair at JD Sports plc, where she also served as Interim Chair during a period of board transition.

Helen brings deep cross-sector expertise in:

- Consumer, retail & brand-led businesses – scaling omnichannel and digital-first models, strengthening customer propositions and optimising commercial performance.
- Financial services – leading transformation, risk and control agendas and regulatory engagement across banks and specialist financial services.
- Board governance, audit & risk – chairing and contributing to board committees, strengthening governance frameworks and supporting effective decision-making in listed businesses.

Helen is known for her straight-talking, energetic and grounded style, combining strong analytical skills with pragmatism and empathy. She has a reputation for simplifying complexity, distilling issues down to the factors that matter most, and supporting leaders to make confident, high-impact decisions. She champions an agile, test-and-learn approach, helping clients and boards balance quick wins with long-term value creation. She is a committed advocate for diversity and inclusion, particularly in gender equity and neurodiversity.

Her commitment to growth and learning led her to studying for a Master's in Executive Coaching at Ashridge Business School, which complements her board and mentoring work.