

JACQUELINE DE ROJAS

Major Career Roles

Chair, Bletchley Park Trust
Chair, Institute of Coding
President, Digital Leaders
Non-Executive Director, IFS AB (Responsibility for ESG)
President Emeritus & Non-Executive Director, Rightmove plc
Independent Non-Executive Director, techUKSenior
- Senior Independent Non-Executive Director, FDM Group plc

Jacqueline de Rojas has spent more than 30 years as a senior leader in some of the world's largest technology companies, with an executive career spent transforming technology businesses, including Informix, Business Objects, McAfee and Citrix.

She sits on the boards of some of the most innovative brands in the market, including Rightmove plc and FDM Group plc. She is Chair of Bletchley Park, Co-Chair of the Institute of Coding and the board member responsible for ESG at global enterprise software business IFS. Jacqueline is also President of Digital Leaders and serves on the board of techUK, where as President for eight years she used her voice to help create the conditions for the UK tech industry to thrive. She works closely with Government on technology and security matters and is a sought-after adviser on the future of the digital economy.

A passionate advocate for diversity, equality and inclusion, Jacqueline is committed to redressing the gender imbalance in technology. This informs where she places her support, including advisory roles with Girlguiding and Cajigo, which provides mentoring and support to raise the aspirations of girls and women.

Jacqueline's leadership philosophy is rooted in continuous "course correction". Drawing on her experience of running large businesses, she likens leadership to being at the wheel of a car: most of the time we are not perfectly on track, so the strongest leaders pay constant attention to making small adjustments in an imperfect environment. She believes it is the choices leaders make – about people, culture, priorities and risk – that determine the level of their success. She holds that diversity, equality and inclusion are fundamental to building strong teams and driving better business outcomes.

Throughout her career, Jacqueline has worked with executives and organisations to turn vulnerabilities into strengths. She attributes much of her own success to the experts and mentors she has surrounded herself with, drawing strength from them when she felt vulnerable or isolated, needed a sounding board or needed to expand possibilities when choices seemed limited. Her own commitment to learning has taken her through disciplines such as NLP, advanced coaching and non-violent communication and conflict resolution, as well as continued development within the Merryck Faculty.

Jacqueline brings deep cross-sector expertise in:

• Technology, software & digital transformation – leading and governing global tech businesses, scaling platforms and navigating disruptive market shifts.

• Board leadership, ESG & digital governance – serving on and chairing boards, with specific responsibility for ESG, risk and long-term value creation in listed and private organisations.

• Diversity, equity & inclusion in tech – championing gender balance in tech and broader inclusion and shaping industry initiatives.

• Leadership, culture & change advocacy – working with executives and policymakers to build human-centred, high-performing cultures in a rapidly changing digital world.

Graduating in European Business in Germany, she is a frequent keynote speaker and commentator on digital leadership, inclusion and the future of work, bringing a combination of commercial experience, advocacy and personal stories to boardrooms and public platforms. Her own commitment to learning has taken her on a journey through NLP, the Center for Advanced Coaching and Non-Violent Communication/conflict resolution and learning through our own Merryck Faculty. Jacqueline has also been widely recognised for her contribution to technology and diversity with multiple industry honours and awards and was appointed CBE for Services to International Trade in Technology.