

GEOFF TUDHOPE

Major Career Roles

CEO, ICI Surfactants
CEO, ICI Fluorochemicals
Chair, Cafédirect

Other Career Highlights

Member of Group Executive and Head of Human Resources, ICI plc
Deputy Chair, World's Children's Prize for the Rights of the Child

A founder of Merryck, Geoff Tudhope is one of the firm's most experienced mentors, having worked with CEOs and senior executives of FTSE 100 companies, public sector organisations and social enterprises.

Geoff spent 28 years with ICI plc, initially leading businesses and subsequently taking responsibility for HR on the top 10 Group Executive, supporting around 60,000 employees worldwide. He was the principal leader in integrating 16,000 new employees as part of the successful merger of an US$8bn business acquired from Unilever. As CEO of ICI Surfactants he led over 20 business units globally, and as CEO of ICI Fluorochemicals he steered the business through the intense scrutiny of the global warming debate, spearheading the development of non-ozone-depleting gas products. From an early stage in his career he put into practice his belief that high-impact businesses are built by developing and sustaining diverse teams.

Caring for the planet and its people has been a lifelong passion and thread through his leadership and mentoring work. Geoff has held a number of Non-Executive Directorships, including Deputy Chair of the Sweden-based World's Children's Prize for the Rights of the Child and Chair of Cafédirect, one of the prime stimulants of the Fairtrade movement, reinforcing his commitment to values-driven business and global social impact.

Geoff brings deep cross-sector expertise in:

• Global industrials & chemicals – leading complex, multi-business portfolios and navigating environmental, regulatory and market challenges worldwide.
• FTSE leadership, HR & top-team effectiveness – shaping executive teams, integrating large acquisitions and aligning people strategy with global performance.
• Sustainability, climate & responsible business – steering businesses through climate debates and developing more sustainable product portfolios.
• Purpose-led enterprise & social impact – chairing social enterprises and Fairtrade pioneers and championing business models that balance profit with societal value.

Curiosity, reflection and pragmatism sit at the heart of Geoff's approach. He asks searching questions about the purpose of business, and of each leader's business in particular, and focuses on the conditions that create lasting impact for the leader, the organisation and society at large. He is known for his expertise in globally responsible leadership, FTSE 100 leadership and the effectiveness of HR leaders, as well as his experience chairing social enterprises. His mentoring style is thoughtful and grounded, helping leaders slow down to reflect, challenge their assumptions and translate insight into practical action.