



JASMINE
WHITBREAD

Major Career Roles

Chair, Travis Perkins plc
CEO, Save the Children International

Non-Executive Director,
Compagnie Financière
Richemont SA

Non-Executive Director, WPP
plc

Non-Executive Director,
Standard Chartered plc
CEO, London First

Other Career Highlights

**Non-Executive Director and
Digital Impact and
Sustainability Committee**

Chair, BT Group plc
Trustee, Disasters Emergency
Committee

Division Managing Director,
Thomson Reuters Corp.

Director of Global Marketing,
Cortex Corp.

Jasmine Whitbread currently serves as Non-Executive Director and Chair of the Compensation Committee at WPP plc (since 2019), Non-Executive Director and Governance & Sustainability Committee Chair at Richemont SA (since 2021), and Vice President of the Institute of Business Ethics Advisory Council.

She was the Chair of Travis Perkins plc (2021-2024), where she led the board through a challenging post-pandemic recovery and led its Compensation Committee during her three-year tenure.

Previously, Jasmine was CEO of London First (2016-2021), where she convened business leaders to strengthen London's global competitiveness through Brexit and the pandemic. Earlier in her executive career, she was CEO of Save the Children UK (2005-2010) and then the inaugural CEO of Save the Children International (2010-2015), unifying 30 national organisations under a single strategic mission with a £2 billion global budget. Her early career spanned international roles, including launching the Thomson Financial division in the US, heading Oxfam in West Africa, and serving with Voluntary Service Overseas in Uganda.

She brings deep pan-sector expertise in:

- Strategic board governance – leading audit, sustainability, and remuneration committees at FTSE 100 and global luxury firms
- Purpose driven organisational leadership – repositioning charities and public advocacy groups with mission-led clarity and stakeholder alignment
- Sustainability & ethical stewardship – embedding responsible business frameworks across both for profit and non profit institutions
- Stakeholder & public advocacy – mobilising leaders across government, finance, and consumer sectors to drive public trust and corporate impact

Educated at the University of Bristol and an alumna of Stanford GSB's Executive Programme, Jasmine was the first woman to be CEO of Save the Children International and continues to champion diversity in business. She is known for her clear, inclusive leadership and her ability to translate complex ethical and governance challenges into effective boardroom strategy.