

JASMINE WHITBREAD

Major Career Roles

Non-Executive Chair, Travis Perkins plc
CEO, Save the Children International
Non-Executive Director and Governance & Sustainability Committee Chair, Compagnie Financière Richemont SA
Non-Executive Director and Compensation Committee Chair, WPP plc
Independent Non-Executive Director, Standard Chartered plc
CEO, London First

Jasmine Whitbread currently serves as an Independent Non-Executive Director at WPP plc, where she chairs the Compensation Committee, and as a Non-Executive Director at Compagnie Financière Richemont SA, where she chairs the Governance & Sustainability Committee. She is also the first independent Non-Executive of the Trust that owns Arup, the global built environment consultancy, Chair of Trustees of Mental Health Matters, and Vice President of the Institute of Business Ethics Advisory Council.

She was Non-Executive Chair of Travis Perkins plc from 2021 to 2024, leading the board through the post-pandemic period as the business simplified its portfolio, modernised its ways of working and responded to challenging market conditions. This experience gives her valuable insight into the transition to becoming a first-time Chair, establishing effective board relationships and leading through uncertainty.

Previously, Jasmine was CEO of London First from 2016 to 2021. Earlier, she was CEO of Save the Children UK from 2005 to 2010 before becoming International CEO of Save the Children from 2010 to 2015, where she led a global organisation of 25,000 staff across 120 countries. Across these roles, she developed extensive experience of managing complex stakeholder groups and building consensus around shared strategy and governance.

Earlier in her career, Jasmine was International Director at Oxfam, having previously served as West Africa Regional Director. At Thomson Reuters, she progressed from Marketing Director to Managing Director, with responsibility for global marketing of the Electronic Settlements Group and P&L responsibility for the Americas region. She also held marketing leadership roles at Cortex Corporation and Rio Tinto. Her career has involved significant transitions across sectors, functions, geographies and leadership roles, giving her first-hand understanding of how to establish credibility and adapt successfully in new environments.

Other Career Highlights

Non-Executive Director and Digital Impact and Sustainability Committee Chair, BT Group plc
Managing Director, Americas; previously Marketing Director, Electronic Settlements Group, Thomson Reuters Corp.
Director of Global Marketing, Cortex Corporation
Chair of Trustees, Mental Health Matters
International Director and West Africa Regional Director, Oxfam
Non-Executive Adviser, Ove Arup Group Partnership Trust

She brings deep cross-sector expertise in:

Strategic board governance – leading governance, sustainability and remuneration committees across major listed and international organisations.

Purpose-driven organisational leadership – leading complex organisations through structural and cultural change, with a strong focus on people, purpose and performance.

Sustainability & ethical stewardship – helping boards navigate evolving governance, sustainability, regulatory and reputational requirements.
Stakeholder & public advocacy – working across business, government and the non-profit sector to navigate complex stakeholder environments.