

RAKHI GOSS-CUSTARD

Major Career Roles

Independent Non-Executive Director, Trainline plc
Independent Non-Executive Director, Schroders plc
Independent Non-Executive Director, Kingfisher plc
Independent Non-Executive Director, Rightmove plc
Director, Amazon.co.uk

Other Career Highlights

Non-Executive Director, Nisbets Ltd
Non-Executive Director, Travelopia Holdings Ltd
Independent Non-Executive Director, Be Heard Group plc
Independent Non-Executive Director, Intu Properties plc

Rakhi Goss-Custard is an experienced Non-Executive Director with a strong track record across listed, private and growth businesses in digital, retail and media. She currently serves on the board of Trainline, where she chairs the Remuneration Committee and previously was on the board of Schroders.

She is also a board member of Nisbets, the privately owned catering equipment business, chairing its Digital and Marketing Committee. Rakhi recently completed a distinguished nine-year tenure on the boards of Rightmove and Kingfisher, where she served on Audit, Remuneration and Responsible Business Committees and helped shape strategy, governance and digital transformation through periods of significant change.

Rakhi's executive career was built at Amazon, where she spent more than 12 years and served on the UK Executive Team with P&L responsibility across a wide range of categories, from high-growth digital segments to more mature, operationally complex businesses. She played a central role in the launch of new digital categories and in leading the transition from physical to digital media, bringing together commercial acumen, deep analytics and disciplined execution. As UK lead for pricing, she established Amazon's first formal UK pricing policy and developed the company-wide approach to competitive price matching, reinforcing her reputation for data-driven, customer-focused decision-making. Applying Amazon's leadership principles and using them as a lens for hiring and talent assessment was a core part of her management approach and continues to inform her boardroom contributions.

Earlier in her career, Rakhi worked in strategy consulting at Oliver Wyman and in start-up environments, giving her early exposure to growth, innovation and entrepreneurial cultures. She has also contributed to education as a Governor of Lambrook School in Berkshire.

Rakhi brings deep cross-sector expertise in:

• Digital, retail & media businesses – shaping strategy and performance for leading online platforms, multi-format retailers and consumer brands.

• Board governance, committees & remuneration – serving on audit, risk, remuneration and responsible business committees across FTSE and private companies.

• Analytics, pricing & operational execution – developing formal pricing strategies, data-driven decision-making and operational disciplines in high-growth environments.

• Talent, culture & leadership principles – applying and adapting Amazon's leadership principles to hiring, development and board-level evaluation of management teams.

Boards and executives value Rakhi for her sharp analytical mind, her understanding of how digital business models scale, and her practical insight into the leadership, culture and governance needed to sustain performance over time. She holds a degree from the University of Pennsylvania.