



### **Sarah Gordon Jones**

#### **Event Manager, Women in Football**

Sarah Gordon Jones has almost 25 years' experience in the sports television industry, as head of production for Premier League Television at IMG Media, where she launched and ran the 24-hour television channel for the Premier League. Sarah has extensive knowledge of global broadcast and distribution, team building, creating and delivering strategy, business development and delivering multiple productions in excess of £90 million on time and on budget. Sarah has created and led a department of over 250 staff. Sarah's previous clients include NBC America, SKY, BBC, Channel 4, HBS, UEFA, IAAF, Wimbledon and the European Tour.

Sarah has highly developed relationship and leadership skills coupled with high-level negotiation and influencing skills. Sarah has coached, mentored and is currently training to be a psychodynamic therapist.

Sarah is a mother of three boys aged five years and under, and is currently on maternity leave with her youngest son.

Sarah has her own gin label – Tivoli's Gin – and has also won an Emmy award for her work with NBC America and its Premier League Television coverage.

#### **What Does Break the Bias Mean to You?**

"Breaking the bias, to me, means inclusivity at every level, a level playing field; where people are valued, their success recognised, where people feel accepted and not judged."

### **Vicky Macqueen**

#### **Head of Women's Rugby, Leicester Tigers**

Vicky Macqueen has an extensive playing history, including representative honours with England Students 1998-99 and England Academy 1999-2000, then playing for England "A" from 2001 up to 2004, when she won a first full international against Canada.

She played for Saracens (2003 to 2010) and had spells playing in Dubai, South Africa, New Zealand, Hong Kong, Canada and the US, winning 34 England caps before retiring from international rugby in 2009 through injury.

Since then, Vicky has provided commentary for Sky Sports Studio for the 2010 and 2014 World Cup campaigns, and stayed directly involved in the game as a player/coach at Lichfield RFC from 2010 to 2012.

She was head coach of the men's team at her hometown club, Hinckley RFC, in the National League (2012 to 2015), then coached England Sevens Development team (2015 to 2016) and took on the role of head of women's rugby at Loughborough University from 2017 to 2018, as well as providing coaching sessions for England Under-20s from 2020.

Vicky took on the role of head of women's rugby at Leicester Tigers in July 2021 and is proud to be head coach for the club's first ever women's team.

Away from the pitch, Vicky founded Didi Rugby in 2015 and remains the CEO. She received a British Empire Award in 2018 and is a regular on BBC Radio Leicester's "Leicester Tigers" rugby show.

#### **What Does Break the Bias Mean to You?**

"To me, break the bias means to be able to influence more and more people to become more aware of their conscious and unconscious bias; it's all about self-awareness, knowledge and the change that you want to see. It's about progress, and ensuring a fair and healthy environment for all people to reach their potential."

## Sandra McKenzie-Day

### Head of HR, CEVA Logistics

Sandra McKenzie-Day has recently taken up the position of head of HR at CEVA Logistics, having previously been the head of talent, both for the UK and Ireland and for the European Region, at CEVA. With a background in organisational development, talent acquisition, early careers, and diversity and inclusion, Sandra's passion lies in maximising the people-capital in an organisation for the mutual benefit of everyone.

With experience across a number of sectors, Sandra would describe her approach to HR as pragmatic and solution-driven. A coach and mentor to a number of junior colleagues, Sandra enjoys supporting rising talent to find their true potential. When not in work, Sandra loves baking and dinosaur hunting with her very lively 5 year old.

#### What Does Break the Bias Mean to You?

"When I think about breaking the bias, I think it is about challenge – be fearless in challenging other people's bias when you see it but equally be fearless in confronting your own."

## Cleo Stewart

### Head of Legal, Midland Heart

Cleo Stewart is the head of legal at Midland Heart. In her role, she oversees the various legal aspects of the Midland Heart portfolio of over 40,000 properties and over 70,000 customers across 54 local authorities.

Cleo is passionate about her work, which requires not only excellent legal and commercial acumen, but also compassion and an in-depth understanding of the personality dynamics of customers and colleagues. In accomplishing this role, Cleo's job requires versatility and insight into various areas of law, such as contracts, commercial, property and civil litigation, housing, debt recovery, general property (both residential and commercial), construction, wills and probate, and *inter alia*, while managing a legal panel of over 12 external law firms with a budget of over £10 million. It is not a job for the faint-hearted and those without emotional resilience, as it also provides a huge platform that commands a strong level of responsibility, respect and confidence in order to transcend bias and accomplish fair outcomes for all, despite diversity in all areas of the job.

As the winner of the Birmingham Law Society In-House Lawyer of the Year Award 2022, and also shortlisted for Lawyer of the Year for Birmingham's Black Lawyer, Cleo aims to be a positive influence for greater change in raising the awareness of the benefits of being an in-house lawyer, a female lawyer, a black lawyer and an unbiased lawyer.

Cleo is a founding committee-member of the Birmingham Law Society In-House Committee. Working with the committee and its subcommittees to formulate terms of reference and strategic directions for the betterment of in-house lawyers, she uses the role here to build relationships with Birmingham's wider legal community and society, to highlight issues of concern within the in-house profession and encourage real, pragmatic engagement and networking that is practical for its members.

#### What Does Break the Bias Mean to You?

"Breaking the bias, to me, is a personal requirement to believe it first and live it – be the example and the change I want to see. This is then followed by being willing to have conversations, to challenge, get involved with initiatives and aim to open the eyes of others and organisations to convert them into believing and personally owning the responsibility for breaking bias. No matter how much bureaucracy or how many procedures exist, bias is a personal thing that lies within oneself and will fight to rear his head wherever there are loopholes. We can at least make it as difficult to near impossible to occur."

## Facilitator

## Wendy Ramshaw

### Head of DEI & Emerging Talent, Squire Patton Boggs

Wendy Ramshaw is Head of Diversity, Equity and Inclusion at Squire Patton Boggs. As a former banker, Wendy joined the firm in 2016 as a Learning & Development Manager and pivoted into the diversity and inclusion space in 2019 to lead the firm's UK and Continental Europe strategy.

Wendy is a passionate advocate for improving diversity in the workplace and was the co-founder of a network in her home city of Leeds for young, aspiring female professionals. Wendy has implemented many successful DEI initiatives and is most proud of the improvement in the representation of women in the firm's partnership from 17% to 24% in 18 months and our ranking as a Top 5 law firm in the Social Mobility Employer Index.

#### What Does Break the Bias Mean to You?

"Breaking the Bias is about challenging misconceptions, encouraging people to develop more of a growth mindset and to be more empathetic when it comes to making space for others."

