

WPO UK Group Bio



WPO UK CHAIR - Karen Tracey

Owner and Executive Coach at Dunelm Leaders working with Executives CEOs, MDs, Entrepreneurs, Business Owners and Senior teams developing leadership capability in high growth businesses. Specialising in Leadership and Management, Personal Brand and Managing Strategic Change on a one-to-one or group basis.

Karen is also **Chair for the Women Presidents' Organisation** - peer learning organisation for women owned multimillion-dollar companies. **Honorary Consul to Latvia** - appointed by the Latvian Ambassador to the United Kingdom, connecting and supporting Latvian and British businesses. **Business Board Member of the Women in Enterprise All Party Parliamentary Group Cross Party group** - focussed on developing Enterprise skills in women in the UK. **Ambassador for X-Forces Enterprise CiC** - X-Forces Enterprise CiC not for profit organisation supporting the armed forces community in Enterprise Education; Start-Up and On-going Support.



LONDON MEMBER - Annar Mangalji

Annar has been a WPO member since 2012 - first in Vancouver and then London. She has owned and operated the Devonshire Dementia Care Home for over thirty two years. She specialises in dementia, and in July 2018 Annar received an honorary doctorate from the University of West London for her work in this field.

Annar supports many women's charities as she feels it is essential to improve the lives of women across the world. She believes an educated or enterprising woman can change the future of a whole family.

Annar is a proud member of WPO. She loves meeting all the hard-working driven women from all over the world and hearing their stories. When she joined WPO she was semi-retired and content to work IN the business. She soon realised that she had to work ON her business and has been able to stabilise and expand her healthcare business to start a dementia day care centre and dementia consulting, triple the turnover until the arrival of Covid - 19! Annar says she learns something new at every WPO meeting and is inspired by the other women. WPO gives her focus, challenges her to expand her mind and makes her accountable.



BIRMINGHAM MEMBER - Deb Leary OBE, D.Univ, FRSA, CCMI

Founder/CEO of Forensic Pathways an international company specialising in development of innovative software for the law enforcement and security sectors, with specialisms in technologies for the investigation of child sexual exploitation, border security, ballistics analysis and gun registration. In addition, Forensic Pathways provides due diligence services, cyber security, dark web and digital forensic investigations. Forensic Pathways has a diverse client base operating in both the public and private sector. Deb is an international speaker on entrepreneurship, international trade, innovation, Personal Branding, Networking & CSR. She has won a number of awards including British Female Inventor of the Year 2005 and European Woman of Achievement, culminating in winning Women in Stem and Inspiring Leader of the Year 2015. Deborah was invested with the Order of the British Empire for services to entrepreneurship and made a Doctor of Birmingham City University in 2012.

Involved at a strategic level in other organisations – Export Champion for the **UK Government’s Department for International Trade**, Director - **European Network of Women in Leadership**, Director - **United Nations UK Global Compact Network**, Board Member of **Birmingham Commonwealth Trade Association**, Member of the **All Parliamentary Party Group on Enterprise**, CommonwealthFirst Mentor for **Commonwealth Enterprise & Investment Council**, Advisory Board Member within **Birmingham City University’s Social Sciences Faculty**, Chair - **Funny Women**, Fellow of **Royal Society for Arts** and **Marie-Curie Fellow**.



LONDON MEMBER - Debbie Merdjan

Debbie Merdjan, CEO and founder of the Camelot Group has over 37 years of business experience in the Health and Wellness Industry.

The business encompasses Health & Skincare Training Centres, Product distribution, Spa Consultancy and Spa Franchise operations throughout Africa.

She is a winner of numerous business and industry awards including Professional Beauty Entrepreneur Of The Year Award, Les Nouvelles Esthetique Spa Ambassador Award, World Luxury Spa Awards Best Luxury Spa Group in Africa, IWEC (International Women's Entrepreneurial Challenge) Awardee, Luxury Travel Guide – Best Spa Group Southern Africa , EY Entrepreneur Of The Year™ Emerging Category Awardee, Best Spa Brand - Global at the prestigious Haute Grandeur Global Spa Awards™ and Trip Advisor Traveller's Choice award winner.

Debbie is passionate about business, developing entrepreneurs and consulting by sharing best business practices and operational success. With a goal to expand into new markets, she is currently based in the UK setting up an International Spa division and Bellefontaine Product distribution business. Debbie is also an active past member of the WPO (Women’s President Organization) South Africa and a Board member of the International Global Wellness Institute on the Consulting Best Practices Initiative.



BIRMINGHAM MEMBER - Elisabeth Lewis-Jones

CEO, Liquid. Lis has extensive PR experience, having worked across a variety of sectors both in-house and agency roles. She played a significant part in shaping the communications landscape in the UK through her involvement in the Chartered Institute of Public Relations (CIPR) of which she was national president in 2008, chairman of the PRCA Council in 2011/12 and from 2013 has been a member of the PRCA Board of Management.

Lis hosted the 5th Global Alliance World Public Relations Conference and Festival in London and has spoken at PR conferences in Argentina, Bahrain, Nigeria and South Africa.

She is Chair of Governors of Bloxham School in Oxfordshire and sits on the editorial advisory board of Independent Schools Magazine. Since 2013 has been a mentor to the Government Communications Service and has reviewed communications for the Cabinet Office.

Lis founded Liquid in 2004 in a room above her mother's garage with a phone, a laptop, a toddler, a 5 months old baby and no clients! The company is now 17 years old, with its HQ in Birmingham and offices in Jersey and Guernsey. It is the 19th largest PR company in the UK to be head quartered outside of London (PR Week) and the 5th largest working in the public sector.

In October 2021 Liquid was named the 'Best Agency Outside London' by PR Week.

PR Week has listed Lis as one of the top 100 most influential people in PR and 'one of the leading crisis communication practitioners in the UK'.



BIRMINGHAM MEMBER – Eman Al-Hillawi

Originally a Biochemist with a naturally curious, analytical and investigative mind, I spent the past 2-3 decades working tirelessly to develop into an exceptional business and change consultant. With experience that has been born out of the delivery of multi-million-pound projects and programmes across public and private sectors, I continue to support our clients in designing and implementing transformation and change.

In my CEO role, I am keen to ensure that Entec Si's values and ethos are truly reflected in everything we do as an organisation. Entec Si's growth journey has been and continues to be focussed on the development and growth of our amazing team to be the best in the industry, which ultimately serves to secure the necessary outcomes for our clients.

As well as loving flying fixed wing aircraft as a private pilot, my other interests include running, indoor climbing, and drawing and painting with watercolours.



LONDON MEMBER – Helena Rodrigues

Helena Rodrigues is the Founder and CEO of Allby.

Allby, founded in 2016, is a business strategy consultancy and creative marketing company with strong international experience in Europe, Asia, and Africa. Her role as a CEO is to add value through strategic planning and action, motivating teams, guiding them through their vision and allowing them to grow within and beyond the business. At Allby, Helena uses a technological and innovative approach to their client companies' growth. With nearly 20 years of experience in Management and Marketing gained across several business areas, her background is in the pharmaceutical industry at companies including AstraZeneca and Baxter. Helena also graduated in Philosophy with a Marketing Master's and a specialisation in Strategy and Management.

In 2018, she received the Enterprising Women Magazine award in the “Up to \$ 1 million in annual revenue” category, after founded the company in 2016. She was the 1st Portuguese woman to speak at the Arabe League in Egypt at a Women's Business Conference right after the Second Arab Spring in 2018. Former Chair of the Women Presidents' Organization in Portugal and member of WPO London, she is also the Ambassador in Portugal of UnitedSuccess and a founding member of WomenWinWin.

Education, Diversity, Equity, and Inclusion, mainly Woman Empowerment and Mentoring, are areas she loves and actively participates in, like NetMentora by Réseau Entreprendre (as a Mentor), Junior Achievement (Young Students Training) and Professional Women's Network Lisbon (Corporate Women Network).

Mother of twins, Helena defends quality over quantity time in family and professional life.

Proactivity, consistent experience, and strategic vision support the commitment with which Helena embraces each new challenge.



BIRMINGHAM MEMBER – Jayne McIntosh

Jayne McIntosh is Director and co-owner of Air Aesthetics & Wellness Clinics.

A small chain of Dr led, luxury clinics based in the Midlands and Hertfordshire. Air are centre of excellences in medical grade, non-surgical Skin, Face and Body treatments. With her business partner Dr Claire Oliver they are winners of numerous business and industry awards, more recently achieving Highly Commended UK Best Chain of Clinics 2023, Best Clinic Midlands & Wales 2021 and UK Best Patient Experience 2021. The team specialise in empowering professional women and men with their unique '3 Step Approach' ensuring clients results are noticeable yet natural.

Our goal is to expand the number of clinics in the Midlands and to continue to develop partnership with world class Wellness treatments.

Jayne is passionate about raising standards in the industry and consults and speaks on best business practice and operational success.



BIRMINGHAM MEMBER – Jenny Powell

Founder of JDP Procurement Services in 2008 Jenny has been supporting both global corporate clients as well as UK-based Central Government and Higher Education Institutes to understand and help transform their approach to third party spend and supplier management. Leading high-profile programmes to deliver optimised commercial results.

Utilising her experience in the management of complex supply chains, Jenny founded Calathea in 2022. Calathea works with organisations to understand the ESG impact of their supply chain and deliver improvements on the journey to net zero through supplier collaboration.

Named as 'One of the top 35 under 35's in procurement and supply chain' by the Chartered Institute of Purchasing and Supply (CiPS) Jenny's expertise is highly sought after, and she uses this to develop high-performing teams. A mentor for Young Professionals in Social Value, as well as providing commercial mentoring for individuals embarking on a career in purchasing and supply.



BIRMINGHAM MEMBER – Laura Key (Trinity House Group)

Laura Key is a Founder and Director of Trinity House Group, a specialist Executive Search and Finance agency dedicated to connecting exceptional professionals with ambitious, values-driven businesses across the UK. After forming the business in 2020 in the midst of a pandemic, in 2024 Trinity House Group was named the Fastest Growing People Services Business in the Midlands and East of England at the Fast Growth 50 Awards—a testament to their dedication to excellence and the outstanding team that have joined them on their journey.

With over 18 years of industry experience, Laura brings a deep understanding of talent strategy, leadership, and business growth. Before founding Trinity House Group, Laura spent 14 successful years at Robert Half International, where she held senior leadership roles and built a reputation for delivering outstanding results across finance and professional services recruitment. Her time there laid the foundation for her people-first, performance-driven approach to business.

At Trinity House Group, Laura leads with a clear vision: to create a consultancy that blends innovation with integrity, and commercial excellence with a genuine commitment to people. She is especially passionate about helping clients elevate their employer brand, attract top-tier leadership talent, and ensure that her extensive network has the widest and most impactful reach possible.

Laura is also a mentor with the Power Up Mentor Foundation in the Midlands, where she supports young people in unlocking their potential and navigating their career journeys. In addition, she volunteers with Contact the Elderly, a charity focused on combating loneliness and social isolation among older people, where she organises regular socials for those in the community who often struggle to get out and meet new people. Outside of work, Laura enjoys contributing to industry conversations, mentoring future leaders, and exploring new ideas that shape the future of work.



BIRMINGHAM MEMBER – Lisa Laurent

Lisa Laurent is the founder and Director of two businesses based in Worcestershire Red Carpet Spex Ltd TA VIP Eyewear and Good Karma Eyewear.

VIP Eyewear was launched in 2012 as a small Independent Dispensing Opticians which has grown year on year to become a fully testing practice. Providing a complete service for Eye Health and Hearing Care, this year winning Best Styling Practice of the Year 2024.

Lisa has worked within the Eyewear sector for most of her working life on and off and after spending a number of years working for Eyewear companies, she had a dream to design her own range of frames. When covid struck it gave her the time to concentrate on her dream and in February 2022 Good Karma Eyewear was born. The business has gone from strength to strength over those 2 years and has seen huge growth within our customer base and we have expanded our team considerably throughout 2024 and have plans to expand further within the coming 18 months. The Good Karma Eyewear team are invested in making life simple for our accounts by not over complicating the way we work and providing stand out customer service without exception. We were proudly awarded Frame of the Year 2023 for one of our frames which was an amazing achievement for us being less than 2 years old at the time.

Lisa is a passionate employer, who believes that her team are the reason her businesses succeed. Looking after her teams in both businesses is key to her success. She is a driven, ambitious and embraces new ideas and runs with them.



BIRMINGHAM MEMBER – Natasha Groom

Natasha is part of a family-run wealth management firm based in the Midlands, established in 2002 as part of the Chamberlain Group. Her father, Robert Pryjmachuk, founded the business, and since 2018, Natasha has played a vital role in shaping its future. As Robert transitions into retirement, she will be taking over the firm, ensuring Chamberlain's continued success.

Chamberlain is an independent wealth management firm dedicated to empowering clients with full control over their finances. It provides holistic financial advice to high-net-worth individuals and businesses, with a particular focus on family-controlled businesses. The firm specialises in pension and investment planning, estate protection, and wealth preservation.

Natasha is committed to building on the firm's strong foundation and driving its growth to even greater success. She is passionate about fostering a strong work culture, expanding the presence of women within the firm, and encouraging female leadership in financial services. From a young age, Natasha has been driven by a desire to make an impact and, in a traditionally male-dominated industry, she confidently asserts her voice and leadership, challenging norms and paving the way for greater diversity.

Beyond her work in wealth management, Natasha is dedicated to giving back to her community. She recently launched the 'Flourish' program at a local school, mentoring young girls to become future leaders. The initiative equips them with the knowledge and skills to turn their dreams into reality using her industry knowledge.



LONDON MEMBER – Samantha Hyde

Sam is a transformational leader, driving bold outcomes with purpose, ethics, and innovation. She is currently the CEO of Living Sport, an Active Partner for Sport England across England. Under her leadership, Living Sport has grown exponentially, increasing its turnover from £500k to £3.5m in under three years. This 600% increase is a testament to her ability to lead with vision, authenticity, and strong values.

She has worked with some of the world's most recognised brands, including Channel 4 and the Ministry of Sound, where she led significant portfolios and advised Lord Palumbo in the House of Lords. While at Channel 4, she served as CEO of the End Child Poverty campaign, successfully navigating the Child Poverty Bill through the House of Commons and House of Lords. In 2010, she secured cross-party support to enshrine it in law, which is a testament to her ability to unite diverse voices for meaningful impact. As UK Director of Save the Children, she reinforced the critical link between housing, health, and wellbeing, demonstrating that ethical, well-planned, place-based strategies are the key to long-term solutions for children and communities.

Her leadership style is fearlessly ambitious yet deeply principled, ensuring that bold innovation is always grounded in ethical decision-making. As CEO of The Camelot Foundation, she shaped a global CSR strategy that funded both UK Sport and community projects, distributing millions in grants to drive real, measurable change. She helped secure £7.5m in funding for the Youth United Foundation under HRH King Charles. She supported the 2018 Invictus Games in Sydney, leading relationship management and significant income-generation strategies to help secure funding for the event.

As a Group Board Member at L&Q a social housing provider with a £1bn in turnover, Sam was a member of its Development Committee and played a pivotal role in groundbreaking projects like Barking Riverside. Ensuring sustainable, affordable housing is accessible to those facing fuel poverty, low wages, and job insecurity. Her innovative, ethical approach to governance and development ensures that communities are not just built - but are empowered.



BIRMINGHAM MEMBER – Suzie Siddall

Suzie Siddall - Owner & Managing Director, Opus International Products Ltd

With over 15 years of experience in manufacturing and the automotive industry, Suzie Siddall leads Opus International Products Ltd as Owner and Managing Director. Founded in 2013 by Rob Coles, Opus began as a tooling and parts importer and has since evolved into a full-scale UK-based manufacturer. Today, the company operates from a 40,000 sq ft facility in Leamington Spa, producing CNC-machined, injection moulded, vacuum cast components, and complex assemblies for sectors including Automotive, Defence, and Off-Highway.

The company's growth is a result of the strong foundations and business ethos established by Rob, combined with Suzie's strategic leadership. Together, they have shaped Opus into a versatile production partner, capable of supporting everything from prototype development to volume manufacturing for automotive OEMs and customers across multiple industrial markets.

Suzie is passionate about continuing the business growth and maintaining a collaborative culture that promotes knowledge-sharing and nurtures young talent within a diverse team. She is a proud advocate for women in traditionally male-dominated industries and is committed to building an inclusive and forward-thinking workforce.



BIRMINGHAM MEMBER – Tina Costello (joining in November 2025)

Tina has been Chief Executive of the Heart of England Community Foundation since 2013, leading the charity's strategy, operations, and partnerships. My role focuses on driving high-level initiatives, building strong relationships with stakeholders, and securing major corporate and government collaborations to strengthen our impact across the region.

With over 27 years' experience in senior roles, including Head of Awards for All (West Midlands) at the National Lottery Community Fund, External Funding Manager at Coventry City Council, I bring a proven track record in community investment, grant-making, and donor engagement to develop sustainable funding streams.

In recognition to her contribution to the charity and voluntary sector across the West Midlands and Warwickshire, Tina was honoured with an OBE in June 2024. A proud Brummie who is deeply passionate about philanthropy and committed to supporting communities at a grassroots level.



BIRMINGHAM MEMBER - Wendy Morgan

Founder and CEO of the Jumar Group. Having set up the company in 1999, Jumar quickly became one of the fastest growing tech companies in the UK which culminated in the formation in 2019 of an ambitious group of technology and IT resourcing companies. Jumar works with its financial, insurance and public sector clients to provide a holistic range of IT services including digital transformation, application development, resource augmentation and executive search.

Wendy is also a Non-Executive Director for Partnerships at Genesis Sun, a not-for-profit social enterprise which aims to host original and innovative entertaining educational programme events for young black people, and Chair of the Association of Professional Staffing Companies West Midlands Forum.



The WPO provides women business owners running second-stage businesses the space to connect and gain insight on their businesses – effectively helping each member grow their business. Meeting topics range from strategic growth, to leadership tools, staffing, and much more.

In addition to the chapter meetings, each WPO member receives benefits including:

- Exclusive access to the online member portal, containing a full member directory, HQ event calendar, resources, and spaces for members to communicate with one another.
- Membership rates at the highly rated WPO annual conference, where past speakers have included Dan Pink, Susan Cain, and Adam Grant.
- Invitations to members-only online workshops held by content experts in various fields.
- Eligibility for special promotions from our corporate Annual Sponsors.
- Programming from Foundation of the WPO strategic partner Harvard Business Publishing like our previously held “Leading High Growth Businesses”, the annual tuition scholarship competition to participate in HBS’s Owner President Managers Program, and the newly launched “FWPO Leadership for Business Acceleration” program.
- Opportunities to be recommended to publications and media for PR visibility.
- Opportunities to connect with the global WPO membership – although the primary mission of the WPO is educational, over 60% of members report doing business with other WPO members.