



**JACQUELINE DE ROJAS** | MENTOR | MERRYCK

#### OVERVIEW

Jacqueline has extensive experience in working with executives and businesses to turn vulnerabilities into strengths. Her 30 year career as a leader in the world's largest technology companies focused specifically on building successful teams, accelerating growth and finding new routes to market. She now advises some of the most innovative brands in the market with board roles at Rightmove plc, Costain plc and AO World plc. In addition, she serves as the president of techUK and the co-chair of the Institute of Coding as well as the chair of Digital Leaders. She sits on the Government's digital economy council.

#### APPROACH

In her own words: "My experience of running large businesses has taught me that leadership is like being at the wheel of a car; Most of the time we are actually not on track and, therefore, the strongest of leaders pay constant attention to applying tiny adjustments in order to 'course correct'. We are always operating in an imperfect environment, so it is the choices we make that determines the level of our success."

#### CAREER HISTORY

Graduating in European Business in Germany, she has spent her career transforming technology businesses amongst them Informix, Business Objects, McAfee and Citrix. Until 2016, she sat on the board of Home Retail Group plc which was sold to the Sainsburys Group plc. She attributes her own success to the experts and mentors she has surrounded herself with: drawing strength from them when she felt vulnerable or isolated, needed a sounding board and space to discuss options or, perhaps most crucially, to expand possibilities when choices seemed limited. Her own commitment to learning has taken her on a journey through NLP, the Center for Advanced Coaching and Non-Violent Communication. She believes that the key to building strong teams and driving better business outcomes is through diversity, equality and inclusion.

#### PERSONAL

Jacqueline is happily married to Roger Andrews. Between them they have three grown-up children and four dogs. Yoga and meditation is how she finds her balance.