

## The Leadership Diversity Award Judges

### Ms Lopa Patel, Co-founder, Diversity UK



Lopa Patel is a digital media entrepreneur and founder of the online South Asian Lifestyle portal Redhotcurry.com and ecommerce website TheRedhotshop.com. She is an experienced marketing consultant who previously set up the direct marketing services company DMS Direct Ltd, where she worked with international companies, charities and not-for-profit organisations, marketing agencies and SMEs in a broad range of industry sectors. She is a Chartered Marketer and Fellow of the Chartered Institute of Marketing (CIM), the Institute of Direct Marketing (IDM) and the Royal Society for the Arts (RSA).

Lopa is currently a Non-Executive Director of EMBG (Ethnic Minority Business Group); a Trustee of educational charity Raha International and a Trustee of Diversity UK, an equality and inclusion think tank which she founded in July 2012. She is also a Technology Ambassador for STEMNET, helping to encourage girls to take up Science careers. In April 2013, Lopa became Deputy Chair of Global Volunteering Initiative Sewa Day focussing on the take of projects in schools and improving the impact of digital marketing for the charity.

Her strong record of achievement has been recognised throughout the industry via numerous accolades including the 'Windrush Award' 2003 (Outstanding Champion for the Internet & Technology category). She was voted 'Asian Woman of the Year' in 2005 (Media category) and she was recognised with an MBE for services to the creative industries in 2009.

Further details about Lopa can be found at [www.lopapatel.com](http://www.lopapatel.com)

### Ms Sandra Kerr, Director, Race for Equality / BITC



Sandra is the National Campaign Director for Business in the Community's Race for Opportunity business led network of organisations from the private and public sector working and committed to race equality as part of their good business practice. Sandra works together with the Race for Opportunity board to set the agenda for race diversity in the UK as a business imperative.

Sandra strongly believes there is a need for wider business engagement to promote best practice for recruiting and developing ethnic minority individuals, marketing to ethnic minority people as profitable consumers, including diverse communities within Responsible Business action and including ethnic minority businesses and entrepreneurs in supply chains and networks. Sandra is particularly passionate about inclusive leaders and raising the profile of senior role models from diverse backgrounds to inspire the next generation and creating an inclusive environment through mentoring and sponsorship.

Before joining Race for Opportunity Sandra worked in the Cabinet Office advising on diversity and policies on race, disability, gender, and work life balance across Whitehall. Sandra has also managed very large teams in a frontline delivery role and also spent some years as a personal development and IT skills trainer.

Key pieces of research reports from Race for Opportunity include *Race to the Top* - looking at ethnic minorities and leadership in the UK, *Race into Higher Education, Aspiration and Frustration* - looking at race and the Professions, *Race to Progress: Breaking down Barriers* and *Race and Recruitment: Exposing the Barriers*.

In January 2012, Sandra was awarded an OBE in the Queens New Year's honours list for services to Black and Minority Ethnic People.

In July 2012, Sandra was shortlisted for the European Diversity Awards in the *Campaigner of the Year* category.

In October 2012, Sandra was appointed Chair of the Ethnic Minority Employment Stakeholder Group (EMESG) sponsored by the Department for Work and Pensions. The Ethnic Minority Employment Stakeholder Group (EMESG) provides advice to Government on issues related to the disadvantages individuals from ethnic minority backgrounds face in relation to the labour market.

### Attend the ceremony

On 12th November 1,200 business leaders from start-ups, social enterprises and SMEs to mid-market, large family and FTSE listed firms will come together to celebrate the best of British business.

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