

93



# IMPACT REPORT 2022/3

THE STATE SCHOOL MEMBERS' CLUB

AS FEATURED IN

**BBC**

**The  
Guardian**

**itvNEWS**

**The  
Economist**

**The Telegraph**

**THE TIMES**

**Forbes**

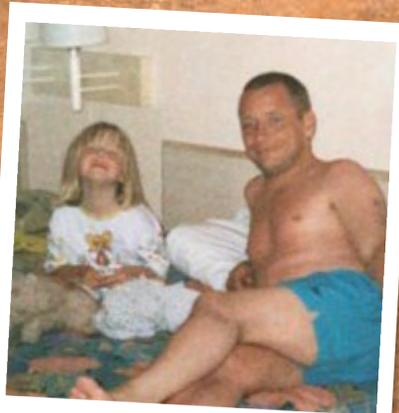


The earliest memory I have from my childhood is hiding in a fish and chip shop. I had been out earlier that day with my dad on our weekend visit, when two men approached us and my dad told me to run and hide. I was six at the time. For as long as I can remember, my dad, who I loved and still love very dearly, was an alcoholic and a drug addict. One time, when he was drunk, he left me outside for so long that I got sunstroke and couldn't walk.

In many respects he was a product of his environment - a second generation Irish immigrant, his family had very militant views on bringing shame to their door and threw him out to live in squats at age 13. My mum, the youngest of 14 children, would have to cut cardboard out of cereal packets to cover the holes in her shoes and she was allowed a bath no more than once a week where she'd share the bath water with her sister. There was no lack of love, just a lack of resource.

Money, growing up, for me, was tough. With dad not working, and an expensive habit to fund, my mum was forced to work full time and spend her Friday evenings rummaging through those big green bins outside shops to find things to sell at the car boot. My formative years were spent on council estates, meeting strange people, having police panic buttons in the flat, and being kept behind at school whilst the teachers did a sweep of the playground to keep me safe from my own dad.

He died of an overdose when I was 12, two days before fireworks day.



Me + Dad



First day of school



Year 7 Science





The first 93% Club



Me + Mum

Looking back, although I didn't know the term for it, I was from a 'lower socioeconomic background'. I was the 17% eligible for free school meals, I was the 16% of children in low-income families. We all know these numbers well, but it's easy to forget the stories behind the stats.

It felt as though gaining a place at The University of Bristol was a golden ticket for me to pursue a career and a future which had previously been out of reach. I found, however, that the harsh reality of university life was a shock to the system. I realised that to succeed at university, you had to look the part, sound the part and know the right people. Networking with employers was an alien experience which I dreaded out of fear of saying the wrong thing, certain careers and industries felt impenetrable and finding other students from backgrounds like my own was near impossible.

That's why I founded The 93% Club, to ensure that other state educated students like me could thrive at university after working hard to get their golden tickets too. Six years later, we have supported thousands of talented students from everyday beginnings into well-rounded young professionals at some of the world's most prestigious organisations.

I'm really proud of what we've achieved over the last six years and I can't wait to see where the next six will take us...

Sophie  
Founder of The 93% Club

# **IN THIS REPORT**

<b>THE OLD BOYS' CLUB</b>	<b>06</b>
<b>THE 93% CLUB</b>	<b>07</b>
<b>OUR STRATEGY</b>	<b>09</b>
<b>NATIONAL CONFERENCES AND FLAGSHIP EVENTS</b>	<b>10</b>
<b>OUR NATIONWIDE NETWORK: THE 93% CLUB ON CAMPUS</b>	<b>28</b>
<b>DIGITAL COMMUNITY AND ONLINE OPPORTUNITIES</b>	<b>32</b>
<b>INFLUENCING THE NATIONAL CONVERSATION</b>	<b>36</b>
<b>THANK YOU</b>	<b>40</b>

**THE UK HAS A PROBLEM.**

# PRIVATE SCHOOLS DOMINATE PUBLIC LIFE

For too long, the old boys' club has influenced so much of our society. An informal network of privilege and power that has limited social mobility for generations.



## Private schools are a ticket to a top job

Despite only making up 7% of the population, privately educated people make up: 70% of High Court judges, 65% of the latest Cabinet, 54% of FTSE 100 CEOs, and 51% of top medics.



## It's not what you know, it's who you know

We live in a country where 65% of adults do not believe that everyone has a fair chance to go as far as their hard work will take them.



## We hire for privilege over potential

Research has shown that interviewees are judged by recruiters and managers based on their social status just seconds after they start to speak.



## Social immobility has economic impacts

We are missing out on the opportunity to raise UK GDP by as much as 6% (that's £108bn) if we could increase social mobility to the level of the next-best-performing country, the Netherlands.

<sup>1</sup> Sutton Trust, 2022. Sutton Trust Cabinet Analysis 2022 (Sutton Trust). <sup>2</sup> Deloitte, 2022. Social Mobility (Deloitte). <sup>3</sup> Social Mobility Commission, 2021. Social Mobility Barometer - public attitudes to social mobility in the UK (GOV.UK). <sup>4</sup> Kraus, M. W., Torrez, B., Park, J. W. and Ghayebi, F., 2019. Evidence for the reproduction of social class in brief speech (PNAS). <sup>5</sup> Jenkins, H., English, K. L., Hristova, O., Blankertz, A., Pham, V. and Wilson, C., 2017. Social Mobility and Economic Success: How social mobility boosts the economy (Sutton Trust).

# WE ARE THE 93% CLUB

We're a social mobility movement dismantling the class inequality that exists in Britain today through the power of community. By bringing together thousands of state-educated individuals across the UK, we are redistributing the social, economic and political influence that has been held by a small proportion of society back to the 93%, and building a future that's fairer for the next generation.



## Changing perceptions of class and education

We are redefining what it means to be state educated, breaking taboos around class and helping people to be proud of their background and own their origin story.



## Packaging up privilege and giving it away

Through our programmes and events, we take all the benefits of a private school education and provide them to students who went to state schools – from career advice to public speaking skills.



## Reimagining the members' club

We've taken the members' club model that has worked for the few and made it work for everyone. Our students come together to help each other out – just like the old boys do.



## Giving everyone a golden ticket

We bring the employers to our diverse body of students and educate them on inclusive hiring to eliminate the referrals and favours that limit opportunities to those in the know.

# YOU JUST HAVE TO BELIEVE IT'S POSSIBLE

We've taken time to study the science of social mobility and rooted our theory of change in academic research on sociology and social policy.



## Everything we do is guided by research

In 1986, French sociologist Pierre Bourdieu argued that possession of the three forms of capital determine an individual's ability to get ahead in society. Since then, extensive research has found that economic, cultural and social capital have a major role in driving social mobility.

We take a practical approach to tackling social immobility by directly influencing the cultural, economic and social capital of our members – for example by providing access to employment (economic capital), bringing students together with professionals (social capital) and supporting their studies with enrichment activities (cultural capital).

## Partnering for long-term success

We work with a wide variety of academic, charitable and policy-shaping organisations to continue to develop our shared understanding of the antecedents of social mobility and how to drive change together.



CITY OF LONDON



University of Exeter



# OUR STRATEGY

Every year, we reach thousands of students through our online and in-person programmes. Alongside our digital community and app, our national, regional and local teams run more than 100+ events in every corner of the country – with each one helping to move the needle on social mobility.



**1**  
**National conferences and flagship events**

Our innovative employability concept days are interactive for both students and employers. We host events in cities across the country and convene students from all corners of the UK to expand their personal and professional networks.



**2**  
**On campus events and networking**

Our network is nationwide and our student leaders host events at universities from Aberdeen to Exeter, focusing on employability, careers, social mobility, diversity and inclusion, networking, and recruitment.



**3**  
**Digital community and online opportunities**

In our Virtual Clubhouse, we democratise opportunity access with thousands of students that share advice and connect with recruiters at top firms. Our employer partners can also host calls and post roles in our Careers Supermarket.



**4**  
**Tailored employer partnerships**

Last, but by no means least, we also create bespoke insight days, work experience weeks and recruitment programmes for employers to reach our brilliant students and deliver high, targeted impact.

## **NATIONAL CONFERENCES AND FLAGSHIP EVENTS**



**The Social Mobility  
Factory**



**Level Up**



## A 'conveyor belt' of career-boosting activities to manufacture social mobility at scale

The Social Mobility Factory was launched in 2022 as a creative new way to boost the employability of our students. Bringing together 150 students and 150 professionals in London, we put on employer-led workshops, mock interviews, CV reviews, headshot photography, career advice, networking and more. By the end of the day, our students have everything they need to hit the graduate job market with a bang.

### 2022 student breakdown:

68%

First generation students

40%

Eligible for free school meals

23%

Identify as LGBTQ+

22%

From Asian ethnic minority backgrounds

10%

From black minority ethnic backgrounds

62%

Identify as a woman



## IN THE COURSE OF ONE DAY



### PEOPLE IN THE ROOM

We welcomed hundreds of students through our gates for our first ever in-person flagship event.



### MOCK INTERVIEWS

We facilitated over 60 mock interviews - pairing state-educated students with professionals from similar backgrounds.



### INSIGHTFUL MASTERCLASSES

We hosted three instructive masterclasses that provided our members with insights into professional careers.



### HEADSHOTS SNAPPED

We took LinkedIn photos for students to give them the best chance to grow their professional network.



A mass mock interview session

# IN 2023 THE SOCIAL MOBILITY FACTORY WAS **BIGGER AND BETTER**



**400**

## **PEOPLE IN THE ROOM**

*+100 online!*

We live streamed the event in our online platform to make it accessible for all.



**80+**

## **MOCK INTERVIEWS**

We were hugely oversubscribed for interview slots, with our students saying they were invaluable.



**50+**

## **CVs REVIEWED**

We provided practical tips and tricks to maximise their success in landing a new job.



**150+**

## **HEADSHOTS SNAPPED**

We take LinkedIn photos for students to give them the best chance to grow their professional network.

ASTON  
BANGOR  
BIRMINGHAM  
BPP  
BRISTOL  
CAMBRIDGE  
CARDIFF  
CHESTER  
COVENTRY  
DURHAM  
EAST ANGLIA  
EDINBURGH  
EXETER  
FALMOUTH  
GREENWICH  
HUDDERSFIELD  
IMPERIAL  
KEELE  
KENT  
LANCASTER  
LEEDS  
LEEDS ARTS  
LEICESTER  
LINCOLN  
LIVERPOOL

BIRKBECK  
CITY  
KING'S COLLEGE  
QUEEN MARY  
ROYAL HOLLOWAY  
SOAS  
UCL  
LOUGHBOROUGH  
MANCHESTER  
MANCHESTER MET  
NEWCASTLE  
NORTHEASTERN  
NOTTINGHAM  
NOTTINGHAM TRENT  
OXFORD  
OXFORD BROOKES  
PEARSON  
PLYMOUTH  
READING  
SALFORD  
SHEFFIELD  
SOUTHBANK  
ST ANDREWS  
STRATHCLYDE  
SURREY

SUSSEX  
UAL  
ULAW  
WARWICK  
WEST LONDON  
WESTMINSTER  
YORK

STUDENTS FROM  
**58**  
UNIVERSITIES  
IN ATTENDANCE

With our **free-to-attend policy**, we **reimburse all student travel costs** so that the event is accessible to everyone; regardless of which university they attend or where they're located in the UK.



# ACROSS THE DAY

Everything we do is about community. By bringing together students, recruiters, business leaders and academics, the Social Mobility Factory is always an event unlike any other.



## Insight driven discussions

We hosted three brilliant panel discussions on city, creative and purposeful careers, to give our students the broadest possible range of career opportunities to consider.



## 23 employers supporting students

Featuring Lego bricks, sunglasses and even Jenga, this was a careers fair like no other. Our Careers Funfair concept is always a huge hit with both students and recruiters alike.



## Students from 25 campus 93% Clubs

From Aberdeen to Exeter, we brought together members from across the UK to build their network. We believe these are the connections that will help them in the long run.



## Countless discussions about social mobility

With over 200 professional guests joining us for the evening reception, we used our live podcast recording to spark discussion about the barriers to social mobility that exist in every sector.



## When Maja met Enterprise

### Incoming Management Trainee at Enterprise Holdings

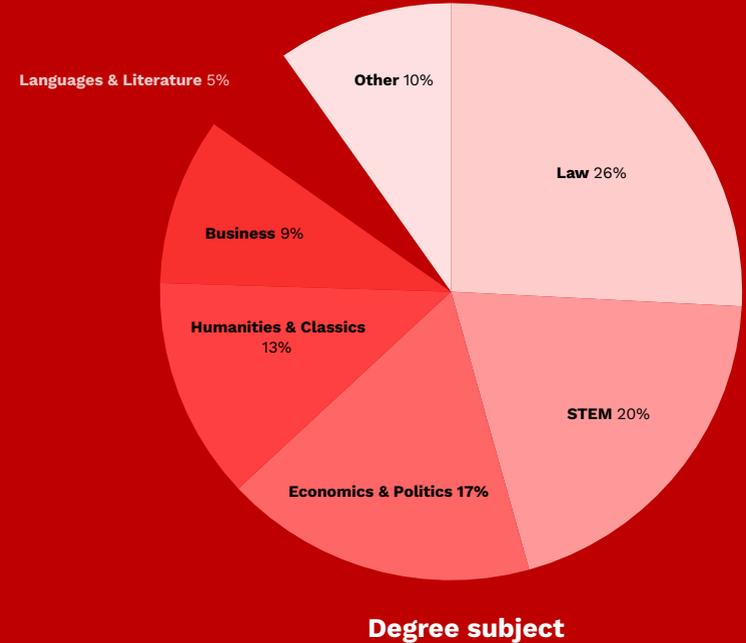
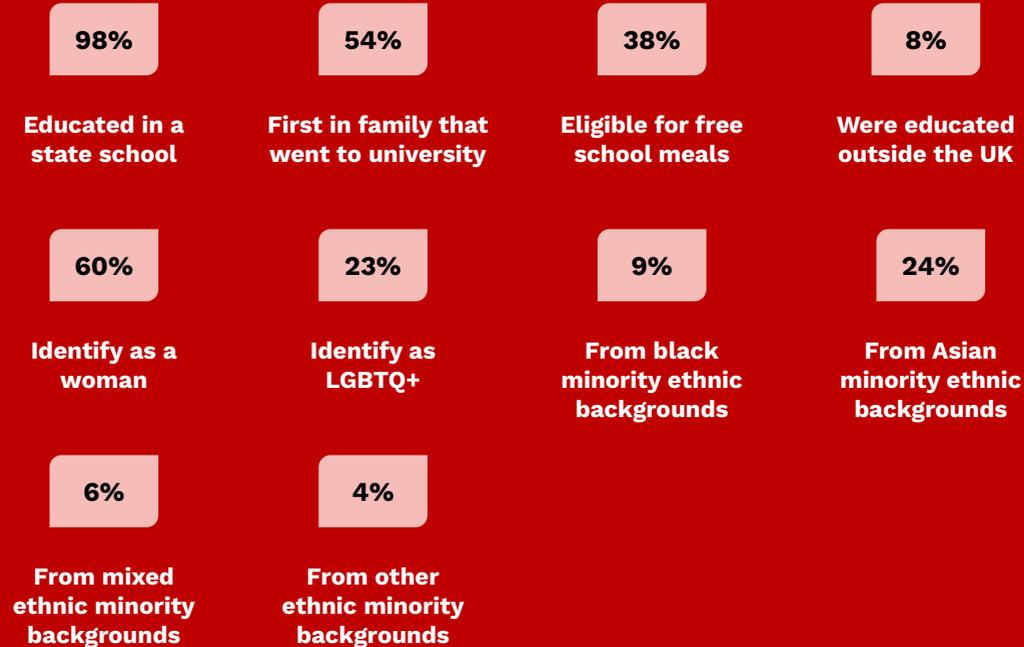
*The 93% Club's **Social Mobility Factory** has allowed me to network with a variety of businesses, professionals and potential employers.*

*This led me to a fast-track interview at Enterprise! I am so grateful to be part of the club and be surrounded by such a supportive network.*



# IMPACT TOGETHER

Our intersectional approach to tackling social mobility ensures that everybody benefits from our work.



All figures based on responses to our optional DEI monitoring form during the student registration process on our online platform. Students who opted out of providing a response have been excluded from the figures shown above.  
<sup>1</sup> DfE, 2022. Schools, pupils and their characteristics ([Department for Education](#)). <sup>2</sup> Henderson, M., Shure, N. and Adamecz-Völgyi, A., 2020. Moving on up: 'first in family' university graduates in England ([Oxford Review of Education](#)). <sup>3</sup> ONS, 2022. Population and household estimates, England and Wales: Census 2021 ([Office for National Statistics](#)). <sup>4</sup> UK Parliament, 2023. 2021 census: What do we know about the LGBT+ population? ([House of Commons Library](#)). <sup>5</sup> ONS, 2021. Population of England and Wales ([Office for National Statistics](#)). <sup>6</sup> ONS, 2022. Population estimates for the UK, England, Wales, Scotland and Northern Ireland: mid-2021 ([Office for National Statistics](#)).



72% of students were 'very' or 'extremely' likely to stay connected with new friends

## DON'T TAKE OUR WORD FOR IT



**Rochelle**  
City, 2024

*I had a brilliant time, The 93% Club keeps going from strength to strength and is continually raising the bar!*



**Aurum**  
Nottingham, 2023

*The event was a perfect platform to gain insights into various industries and the talks made me realise the amount of flexibility I could truly have in developing my career.*



**Antonia**  
Cambridge, 2024

*I've left the day feeling more determined and confident to pursue a creative career that has a positive social impact, even if that path isn't immediately visible to me like some other graduate jobs.*

*The Social Mobility Factory was such an impactful day, which helped me upskill and empowered me to be proud of my background.*



**Esuri**  
Birmingham, 2024

*What an event! It was great to meet so many employers and fellow students from around the country.*



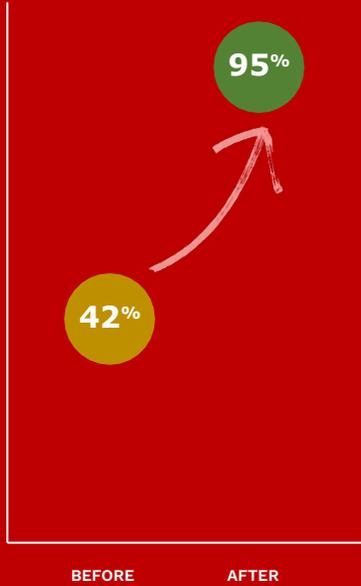
**Samuel**  
Lancaster, 2026

# BUILDING CONFIDENCE AND NETWORKS

We surveyed our students as they entered the event, and asked them the same questions as they left. This allows us to see the immediate impact we made on their confidence and their network.

## Awareness of career opportunities

*% of students who said they were aware of the options available to them*



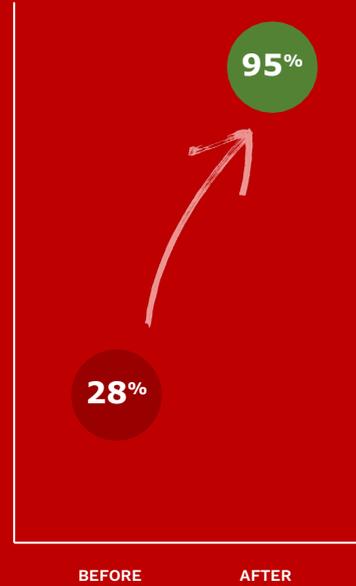
## Confidence applying for graduate roles

*% of students who said they felt prepared to apply for their desired job*



## Ability to network effectively

*% of students who said they felt confident networking effectively*



## Size of professional network

*% of students who said they had a sizeable professional network before and after the event*



# CAREER INSIGHTS

We also collected feedback on our panel discussions across the day to measure how impactful they were for attendees.

## Careers in the City

100%

Were more knowledge about career options

91%

Learned about new trends or tech

95%

Better understood how to secure a job

92%

Were more likely to pursue a career in this area

## People, Planet, Purpose

100%

Were more knowledge about career options

89%

Learned about new trends or tech

95%

Better understood how to secure a job

95%

Were more likely to pursue a career in this area

## Breaking into the Creative Club

100%

Were more knowledge about career options

94%

Learned about new trends or tech

88%

Better understood how to secure a job

88%

Were more likely to pursue a career in this area



State school chocolate bars were just one of the many giveaways for students

# LEVEL UP

## WE BURST THE LONDON BUBBLE AND WENT NORTH

Level Up focused on the challenges facing our students in the North of England. Featuring discussions with students, employers and policy makers, we facilitated collaboration between stakeholders to shape the levelling up agenda whilst putting our students front and centre.

We also delivered our trademark offering of career support, employability advice, LinkedIn headshots and networking for attendees.

Student breakdown:

93%

Went to state schools in the UK

57%

First in their family to go to university

36%

Eligible for free school meals

60%

Identify as a women

24%

Identify as LGBTQ+

43%

Identify as BAME



The NORTH (A 1(M))  
Manchester 93 ↑



250+

**PEOPLE IN THE ROOM**

We convened over 250 students and professionals from across the Northern region for a day of networking and community building.



15

**CAREERS ADVICE CLINICS**

We provided practical tips and tricks to maximise their success in landing a new job.



150+

**HEADSHOTS SNAPPED**

We take LinkedIn photos for students to give them the best chance to grow their professional network.

## Bobby



## When Lexi met Bobby

*I was lucky enough to attend the Level Up event last year where Bobby Idogho, the founder and CEO of Radically Digital, was one of the panellists.*

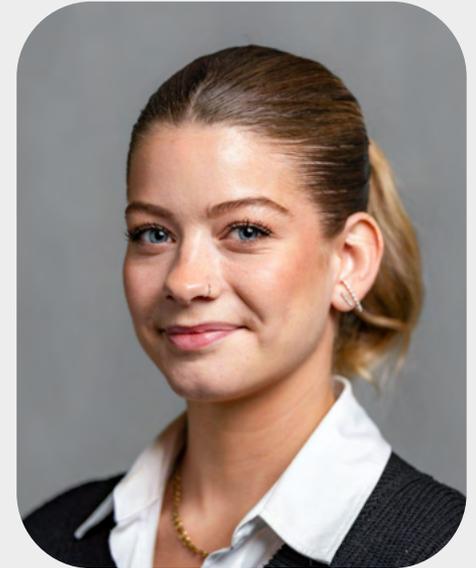
*During the networking drinks, I spoke to Bobby about his contributions and we discussed my career aspirations. The conversation left me feeling inspired, so I reached out to him on LinkedIn and he kindly set up another meeting to discuss my goals in more detail.*

*Bobby's guidance helped me to recognize what direction I wanted my career to go in, and what my next steps should be.*

*Following the conversation, I decided to apply for the Operations Associate graduate role at Radically Digital - and I was successful!*

*Level Up allowed me to broaden my horizons and network with incredible people I wouldn't have the opportunity to meet otherwise.*

## Lexi



**LEVELUP**



A group of volunteers with Andy Burnham, Mayor of Greater Manchester

2.

**STUDENTS SPREAD  
ACROSS**

**40+**

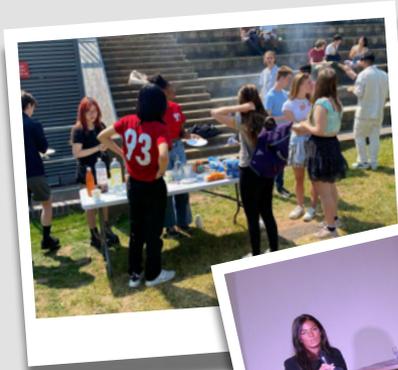
**UK UNIVERSITIES**

We now have clubs on campuses across the length and breadth of the UK - from Aberdeen to Exeter - The number of people we reach each year just keeps growing and growing.

**OUR  
NATIONWIDE  
NETWORK**

BIRMINGHAM  
BRISTOL  
BPP  
CAMBRIDGE  
CARDIFF  
CITY  
DURHAM  
EAST ANGLIA  
EDINBURGH  
EXETER  
EXETER PENRYN  
GREENWICH  
IMPERIAL  
KING'S  
LANCASTER  
LEEDS  
LEICESTER  
LIVERPOOL  
LSE  
LONDON BUSINESS SCHOOL  
LONDON SOUTH BANK  
LOUGHBOROUGH  
MANCHESTER  
NEWCASTLE  
NORTH EASTERN  
NOTTINGHAM  
NOTTINGHAM TRENT  
OXFORD  
QUEEN MARY  
READING  
ROYAL HOLLOWAY  
SHEFFIELD  
SOAS  
ST ANDREWS  
SOUTHAMPTON  
WARWICK  
WEST LONDON  
WESTMINSTER  
YORK  
ULAW  
UCL

# THE 93% CLUB ON CAMPUS



Oxford



Bristol



Durham



Durham



Newcastle



RHUL



York



Nottingham Trent

THE 93% CLUB  
ON CAMPUS



Nottingham



Oxford



LSE



Cardiff



Oxford



IWD '23



Warwick



THE 93% CLUB  
ON CAMPUS

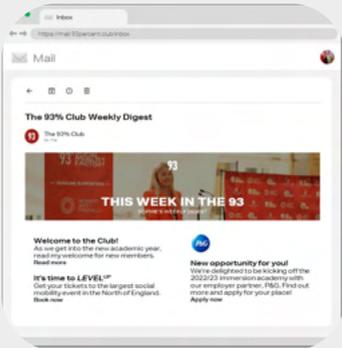
## THE 93% CLUB *awards*

**2022 was our biggest year to date. To thank those who made it possible, we bring our clubs together for awards evenings to celebrate their successes.**

At the awards, we recognised the commitment our student-led community has shown to moving the dial on social mobility and creating an equitable and accessible alternative to the old boys network.



# DIGITAL COMMUNITY AND ONLINE OPPORTUNITIES



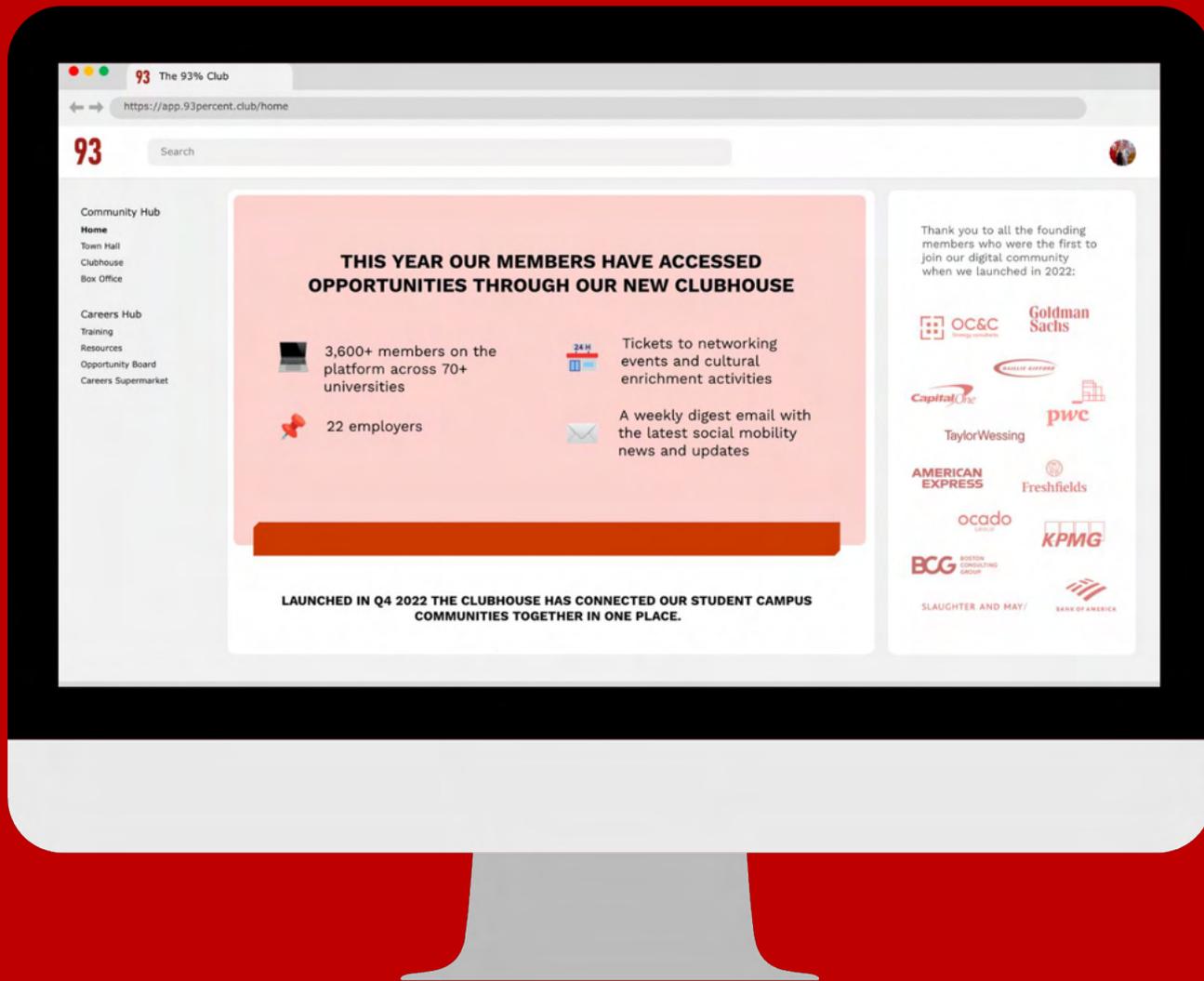
**Launching  
The 93% Clubhouse**



**Influencing the national  
conversation**



**Virtual Internships and  
immersion programmes**



# THE 93% CLUBHOUSE

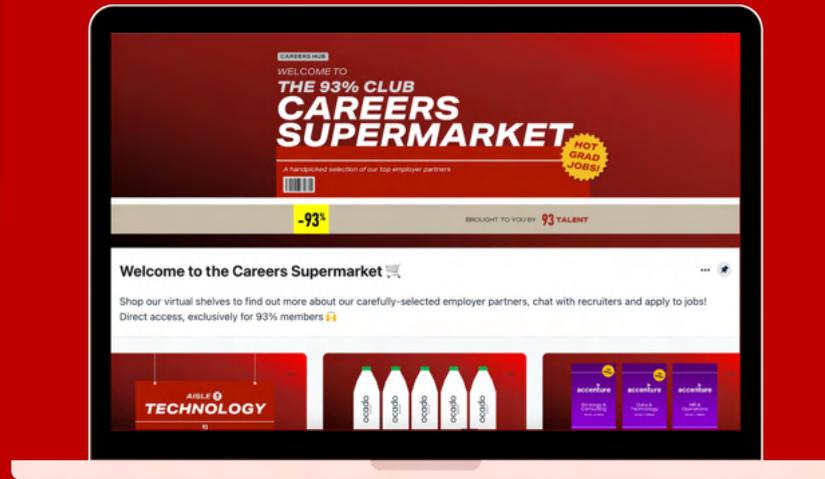
In 2022 we democratised access to the Club by launching our online platform to connect our student members together, providing a place where students can access employment opportunities and give one another a helping hand.



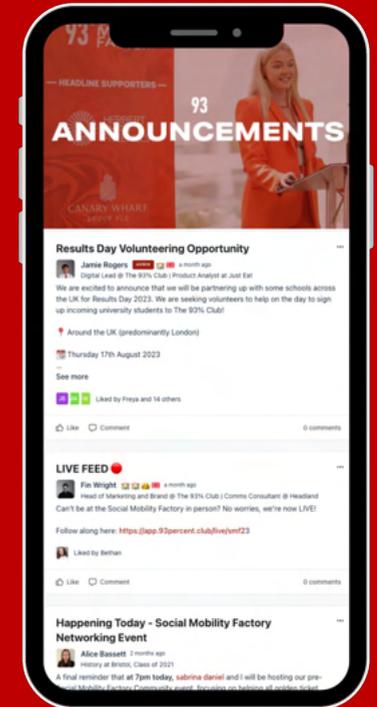
# WELCOME TO THE CLUBHOUSE



In our Virtual Clubhouse, we democratise opportunity access with thousands of students that share advice and connect with recruiters at top firms.

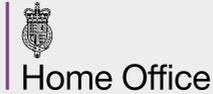


Our employer partners can also host calls and post roles in our Careers Supermarket.



Our members are kept up to date with the latest at 93%, including our employer opportunities, through our weekly digest.

# TAILORED EMPLOYER PARTNERSHIPS



## ELEVATE PROGRAMME

**Breaking the class-ceiling by supporting aspiring members into the UK Home Office and the Civil Service beyond.**

Our Elevate Programme with the Home Office was a six month programme where our members were exposed to life in the Civil Service. This included a series of development webinars run by the team of senior civil servants and one-on-ones from Home Office officials

Our impact

83%

Felt more confident about their future career

79%

Increased their knowledge and understanding of the Civil Service

71%

Felt mentorship increased understanding of Civil Service values



## META MENTORING

**We launched a partnership with Meta bringing a bespoke and tailored mentoring scheme for the next generation of STEM leaders.**

2023 saw the debut of The 93% Club's Meta Mentoring programme. The scheme paired 25 students with a mentor from a similar background. The programme was tailored to each student's individual needs and included CV advice clinics, leadership training and personal branding advice.

Our students

56%

Students formerly on free school meals

32%

First generation university students

52%

Students who identify as a woman

# INFLUENCING THE NATIONAL CONVERSATION

In 2023, we've raised the profile of social mobility both on campus and nationally. From accentism to promoting the creation of anti-classist institutions and workplaces, we've helped put social mobility squarely on the national agenda.



House of Commons

Combatting classism on campus



Accent bias at university



British Diversity Awards



TED Talks



#StateSchool Proud stories

The 93% Club Edinburgh

# WHAT SCHOOL DID YOU GO TO?

'What School Did You Go To?' is The 93% Club's podcast. Hosted by our founder, Sophie Pender, the podcast has featured an array of guest speakers, from C-suite executives, to politicians, to Paralympic athletes.

Over the course of an episode, Sophie and her guests explore their respective state school experiences, how they overcame barriers to success, and how to navigate a professional world that is designed for the 7%.

3000+

Streams since launch

Top 5

Reached the top 5 in the business podcast charts

10+

Senior leaders across two seasons



Paul Polman  
ex-Unilever



Andy Burnham  
Mayor of Manchester



Ray Berg  
Osborne Clarke



Sharon Blyfield OBE  
Coca-Cola Europacific Partners



Eve Williams  
eBay



Bobby Idogho  
Radically Digital



Alex Marsh  
ex-Klarna



Amy Marren  
Paralympian

# RECOGNISED ACROSS THE UK



## The Telegraph

I set up an 'alternative Bullingdon Club' for state school students

## The Guardian

A Bullingdon in reverse: how working-class student club is taking on elitism

## BBC NEWS

Being proud of going to state school

## THE TIMES

The 93 Percent Club for state school-educated students: 'Our network is for everyone'

## Red Box

Levelling up must begin by tackling the state-private education divide



## itv NEWS



# WHAT OUR MEMBERS SAY

Our students are the leaders of tomorrow. After passing through our programmes and events, they have all the skills and confidence they need to achieve their life and career goals.



## **Jamie**

Lancaster, Class of '21

Grew up in a low-income family in Burnley working multiple part time jobs, now a Data Engineer at Just Eat Takeaway.com

*I owe a lot of the person I am today to The 93% Club and I am so grateful for the opportunities I've had.*



## **Jesy**

Manchester, Class of '24

From an inner London school with a 'Requires Improvement' Ofsted rating, now interning in fintech at Morgan Stanley.

*I have no doubt that a large part of the reason I got the job I've wanted for years was down to the skills and experience I have gained thanks to The 93% Club.*



## **Emma**

Cambridge, Class of '22

First in family to university but secured a double first from Cambridge, now a trainee lawyer at Clifford Chance.

*I am infinitely more assured, adaptive, and resilient because of the opportunities and challenges I've faced in my role volunteering with The 93% Club.*

# THANK YOU TO OUR PARTNERS



# THANK YOU TO OUR YOUNG LEADERS

Our leadership team is packed with award-winning expertise, experienced industry leaders and students both past and present – to be truly reflective of the diverse community we're building.



**SOPHIE PENDER**  
FOUNDER & CEO



**NAIMA ALI**  
PARTNERSHIPS



**ELLORA CARD**  
EVENTS



**FIN WRIGHT**  
BRAND



**CAROLINE MANAKIT**  
PEOPLE



**YOUSIF OGHANNA**  
GROWTH



**JAMIE ROGERS**  
DIGITAL



**ALICE BASSETT**  
COMMUNITY



**SOFIA TYSON**  
COMMUNICATIONS

# THANK YOU TO OUR ADVISERS

An advisory and trustee board unlike any other. With experience in tech, strategy, comms, ops, education and so much more, our advisors are some of our most valuable assets



**EVE WILLIAMS**  
VP & GENERAL MANAGER,  
EBAY UK



**MATT BARBÉ**  
BROADCASTER & PARTNER,  
FREUDS



**ALEX MARSH**  
FOUNDER, CHARTERPATH



**OMARI RODNEY**  
CHIEF PRODUCT ENGINEER,  
YOTI



**JOSH BUTLER**  
PUBLIC AFFAIRS DIRECTOR,  
FGH



**JO WHITE**  
PARTNER & CREATIVE DIRECTOR,  
HEADLAND CONSULTANCY



**BEN SAWARD**  
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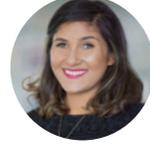
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93

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