



Martin George started his career in marketing at Cadbury after graduating from Loughborough University. He then spent 19 years at British Airways in a number of roles in marketing, commercial and general management before becoming Commercial Director and a member of the Board. Martin was subsequently Group Development Director at Bupa, responsible for a range of areas including marketing, communications, CSR and the Cromwell Hospital. He was also a division director at John Lewis for 4 years and was a Chief Marketing and Commercial Officer at the Post Office Ltd.

Martin's most recent executive role was at Waitrose as Customer Director, where he was responsible for marketing and customer experience as well as being a member of the Waitrose Management Board.

Martin has also been a member of leadership teams who have set up businesses in the hospitality, media and healthcare sectors. He has been a Non-Executive Director in the hospitality, hobby, sport and travel sectors.

Martin also chaired Global Radio's charity, now Make Some Noise, for 10 years and is now pursuing a portfolio of non-executive, mentoring, and charity roles. He was on the boards of Goodwood, Visit Jersey and Trust Alliance Group. He is now a Non-Executive Director at Salthouse Consulting and an Advisory Board Member at BritainThinks as well as being Governor at the Lady Eleanor Hollis School in Southwest London.