



## Board Experience

CHAIR, CAFEDIRECT  
WORLD'S CHILDREN'S PRIZE  
FOR THE RIGHTS OF THE  
CHILD

## Overview

A founder of Merryck, Geoff Tudhope is one of our most experienced mentors, having worked with CEOs and Senior Executives of FTSE 100 companies in the Public Sector and Social Enterprises. Caring for the planet and its people is a life-long passion of his.

## Approach

Curiosity, reflection and pragmatism are at the heart of Geoff's approach. What is the purpose of business and what is the purpose of your business? What conditions create lasting impact for the leader, the business and for society at large? Geoff has expertise in globally responsible leadership, FTSE 100 leadership and the effectiveness of HR leaders, as well as in chairing social enterprises.

## Career History

Geoff spent 28 years with ICI plc leading businesses and then taking responsibility for HR on the top 10 Group Executive (60,000 employees). He was the principal leader in integrating 16,000 new employees as part of a successful merger of an \$8bn business from Unilever. He was CEO of ICI Surfactants, responsible for leading over 20 business units located globally. As CEO of ICI Fluorochemicals, he steered the business through the heat of the global warming debate and spearheaded the development of non-ozone-depleting gas products.

From an early stage in his career, he put into practice his belief that high impact businesses are created by developing and building diverse teams.

Geoff has held a number of Non-Executive Directorships, including Deputy Chair of the Swedish based World's Children's Prize for the Rights of the Child and Chair of Cafedirect, one of the prime stimulants of the Fairtrade movement.

## Personal

Geoff's early years were spent in New Zealand, Zimbabwe and the UK. A graduate of Cambridge with an MA in Law, he is an alumnus of the Aspen Institute leadership programme, HRH Prince of Wales Business & the Environment programme, and a Fellow of the RSA. Married with two children and two grandchildren, Geoff is a gardener, a long time Arsenal supporter, and a woodworker.