

Vicky Grinnell-Wright

Vicky is currently building our Supply Chain initiative working in both the Private and Public Sectors with the development of The Supply Chain Leadership Collaboration.

As well as currently undertaking the MSc in Responsibility in Business Practice her specialist areas include marketing, business planning, corporate innovations projects and interactive/digital initiatives.

Previously, Vicky has worked with Shell, Energis Interactive, EMAP and Reuters and held the post of Head of Digital Strategy at London advertising agency WCRS with clients such as Orange, Camelot, and KLM. She has also worked with incubator Brainspark, and provided brand and business strategy to top 5 High Street banks, Retailers and FMCG companies. Historically Vicky has been a columnist and awards Judge for the UK's New Media Age.

Vicky's roles have involved her in brand definition and positioning, customer proposition development and marketing, as well as more generic areas such as business strategy, funding, recruitment and strategic alliances. In a consulting role, she has managed teams to conduct full-scale marketing strategy and business consulting and change management engagements for European, International and UK corporate initiatives.