

Alliance DEI Action Group Panel 30/11/23 Bio's

Natasha Bowen

Natasha Bowen is a New York Times bestselling author, a teacher, and a mother of three children. She is of Nigerian and Welsh descent and lives in Cambridge, England, where she grew up. Natasha studied English and creative writing at Bath Spa University before moving to East London, where she taught for nearly ten years. She is obsessed with Japanese and German stationery and spends stupid amounts on notebooks, which she then features on her secret Instagram. When she's not writing, she's reading, watched over carefully by Milk and Honey, her cat and dog. Follow her on Twitter at @skinofthesea.

Atem Mbeboh

I have spent over 15 years working with senior executives in some of the world's most valuable companies running successful campaigns. I have studied and been trained in the most sophisticated sales and marketing methods; from value and solution selling, Transactional Marketing to Relationship Marketing. I have managed and developed successful teams and hit annual targets of over £8million.

I am currently Founder of Rant + Rave, a data driven inclusive marketing agency. Our key objective is to help organisations fosters deeper and meaningful relationships with consumers, by creating content that engages and builds on brand affinity. We do so in 4 simple steps

- 1. Research & Insight*
- 2. Developing a narrative/storytelling*
- 3. Creatives that build on brand affinity*
- 4. Communication through the appropriate channels for better engagement*

Prior to this I was MD of Dare a digital engineering agency. I am best known for successfully developing products and campaigns that took the company from loss making to winning multimillion pound accounts, Barclays, Hertz and BMW.

I spent my formative Years at the UK's premier data company YouGov.. Here I headed the products team which was the most successful division of the company globally. Bringing revenue of over £8million annually.

I am experienced in digital engineering, PR, communications strategy and digital marketing.

Amy Weidner

Amy is the co-founder of the platform 'Inclusive Jobs' which was created to bridge the gap between neurodivergent people and inclusive companies.

Over the past decade, Amy has dedicated herself to building inclusive practices within complex organisations such as Gartner, Thoughtworks, Freshworks, and most recently, Twitter. After being impacted in the final wave of Twitter layoffs back in May (following the acquisition of Elon Musk), Amy joined forces with serial 'Tech for Good' entrepreneur James Inman, and Inclusive Jobs was born.

Amy's mission is to make the world a more equitable place and does this through empowering TA & HR leaders with the knowledge and tools they need to build sustainable, inclusive hiring practices. She firmly believes that an organisation's success lies in fostering an environment where unique talents and perspectives are celebrated.