



Michelle Emmerson

Michelle is an experienced Chief Executive Officer, Board Director, Management Consultant and Non-Executive Director. She is currently a Digital Advisory Board member at Shop Direct, part-time Chief Executive Officer at CreativeTrade and Director of BRIT for Business.

Michelle also works at CEO and Board level with established businesses, SME's and Start-ups to develop strategies for growth, change, people and transformation, often as an advisor to the CEO.

In her early career, working as HR Director at EMI Music UK & Ireland for 8 years, she was one of the team supporting the launch of The BRIT School and it's Music Business course and work experience programme.

Michelle became SVP HR for EMI Music working with the global HQ for 2 years before leaving to become Global HR Director at BBC Worldwide a role she held for 2.5 years. Having diversified out of just core HR into areas of strategy and business development at BBC Worldwide, she left and joined the start-up pure-play fashion Etailer ASOS.com as Group Services Director, with a remit across Customer, People, Studios, Production, CSR and Business Transformation. After almost 3 years at ASOS, Michelle became CEO at Walpole, an industry body established to promote, protect and develop British Luxury Brands. As a unique alliance of c.200 British Luxury brands, Michelle established Walpole as the voice of the sector, developing initiatives and events, working with the GREAT campaign, UK Government, media partners, business sponsors and member organisations. Through her own business consultancy Blue Monday Ltd, Michelle has worked with many different clients across sectors.

With extensive experience in digital high growth environments and global operations across industry sectors, Michelle's experience spans businesses that are UK listed, public sector, not-for-profit, private equity and pure play etailing at Board level.

Available for: 1:1 sessions, small group workshops and speaker events.