



**CASS**  
BUSINESS SCHOOL  
CITY, UNIVERSITY OF LONDON  
— EST 1894 —

Evening Executive MBA  
Class of 2021

# Welcome to the Evening Executive MBA

## Programme summary

The Evening Executive MBA is a flexible two-year programme for working professionals seeking to maximise their leadership potential and accelerate their careers. Taking place every Tuesday and Thursday evening, students undergo a personal transition in the way they approach and think about business while studying alongside a group of talented international peers.

## The Evening Executive MBA has four major components:

- Core modules are taken by all students and cover fundamental areas of business. As students progress through the MBA, they build up knowledge and skills that will be used throughout the programme and beyond.
- The elective portfolio gives students the opportunity to tailor their EMBA and focus on specific areas of business. The international electives build an understanding of global business through projects undertaken in Africa, Asia, Europe, Latin America, the Middle East and the USA.
- The Business Mastery Project is the final major project for the programme. Students put into practice what they have learned on the programme by completing an extensive piece of consultative work for a company and provide recommendations or solutions to organisational challenges.

- The Careers and Professional Development team provide workshops and services aimed specifically at executives such as increasing executive presence whilst others will focus on developing soft skills such as media training, interview techniques, negotiation, advanced presentation and leadership transition. Students come away from these sessions better equipped to meet the challenges of business in a global economy.

## Programme delivery

Students' understanding of theory is developed through a combination of case teaching, formal lectures, collaborative group work, seminars, discussions, workshops, self-study and projects. Professional skills modules typically involve experiential and immersive learning. In addition to this, students have access to a customised virtual learning environment. This includes interactive learning materials, academic support via Q&A and discussion forums.

## Business network

The skills learnt and the qualification itself are just one part of the Evening Executive MBA; the contacts students make and the network built is the other. At Cass Business School, we provide our Evening Executive MBA students with the opportunity to build an effective business network that will continue to prove its value long after the programme is completed.

## Programme start date

September

## More information

Speak to our team for further information about the Evening Executive MBA, the admission process, scholarships and funding.

Email: [cass-mba@city.ac.uk](mailto:cass-mba@city.ac.uk)  
Tel: +44(0) 20 7040 0286  
[www.cassmbalondon.com](http://www.cassmbalondon.com)

# Class profile 2021

## Key stats



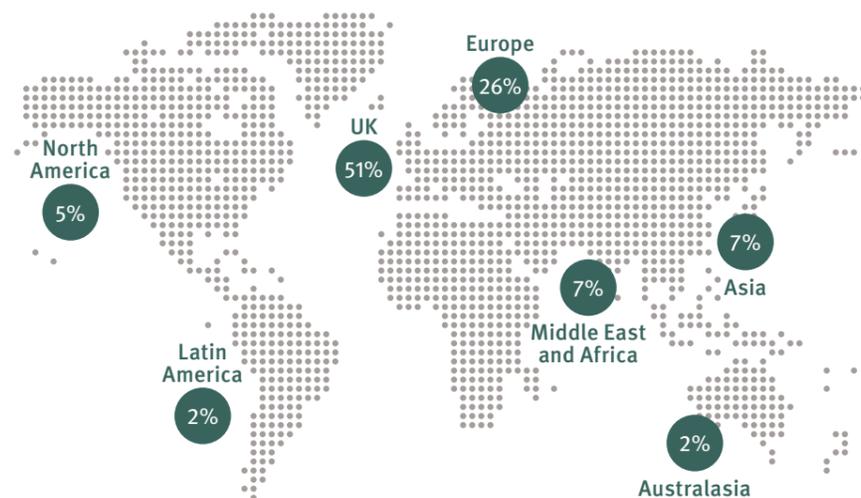
## Female

# 52%

## Industries represented



## Nationalities represented by region



- Finance 25%
- Pharma/Healthcare 15%
- Consulting 9%
- Engineering/Manufacturing 9%
- Marketing/PR 9%
- Education/Not For Profit 7%
- IT/Telecoms 7%
- Retail/FMCG 7%
- Media 5%
- Supply Chain 5%
- Energy 2%

# Student profiles 2021



**Leslie-Anne Alba**  
Investment Analyst,  
Morningstar, London  
Canadian

Internationally experienced Chartered Financial Analyst and investment management professional focused in equity research and multi-asset portfolio construction. Currently leads cross-regional teams based in Australia, Europe and North America in equity sector research and analysis. Designed a structured framework for global industry assessment and pioneered Agile methodologies across research initiatives to improve output quality and to optimize workflow.



**Caroline Baldwin**  
COO, Hull Blyth Group, London  
British

Internationally experienced leader in the shipping industry. Strong background in growth strategy, building teams and structures, agency relationships, HR, and identifying talent. Previously responsible for a team of 120 people, achieving regular revenue of USD \$15mn. Significant experience in scaling up and scaling down companies through restructuring to fit circumstances. Currently responsible for all operational and commercial aspects of the Group, spanning three countries in Africa.



**Mitch Bartrop**  
Senior Director, FTI Consulting,  
London  
British

Public relations consultant to several of the world's largest financial services brands. Led international teams in helping financial institutions communicate change through M&A, high-growth strategies or crises. Strong track record of effectively managing and improving the reputations of several companies and institutions in the face of public scrutiny.



**Lucy Childs**  
Financial Controller, HCA  
Healthcare, London  
British

Fully qualified commercial accountant with extensive experience in the private healthcare sector. An extremely varied career with highlights including business cases and leadership of the design & build of new state-of-the-art hospitals to leading finance teams in delivering multi-million pound budgets. A member of the senior leadership team, supporting and delivering the hospitals' strategic initiatives and objectives.



**Pedro Filipe**  
Business Development  
Manager, C5 Communications,  
London  
Portuguese

Experienced law professional with cross-industry exposure and in three continents. Developed expertise mainly in the areas of business and commercial intelligence, as well as international trade (EU; Mercosur and WTO), product compliance (Mercosur) and operations management. Currently working in the commercial area, developing business with global reach.



**Sarah Colebrook**  
Chief Nursing Officer, The Lister  
Hospital, HCA Healthcare UK,  
London  
British

Senior healthcare manager responsible for the safe, effective delivery of clinical services in an acute independent hospital. Strong track record for quality improvement and operational effectiveness. Experience of large scale project management and service redesign within acute NHS settings. Recently responsible for leading a project on organisational design and commercial utilisation of the medical workforce across HCA to improve alignment to service need.



**William Gamon**  
Co-Founder, Corn Marine  
Management Ltd, London  
British/Swiss

Co-founded a marine focused investment and asset management company. Experienced in deal origination, capital raising, negotiation and project management. Built a strong book of commercial clients working as a dry bulk broker in London and Asia. Coordinated chartering for industry majors servicing global iron ore and grains markets. Currently leading our team in a USD \$25mn funding round for vessel acquisition and expanding CMM's investor base.



**Cristina Xinyu Garrod**  
Business Development  
Executive, Hyperion Insurance  
Group, London  
Chinese

Previously, Head of Investments and Secretary of the Board of Directors. Founded Regional Company of one of the largest Chinese SoE and led full-cycle M&A projects in Latin America, including due diligences, legal transactions and PMI. Developing business with Chinese financial institutions and corporate clients globally by providing insurance solutions in financial risks, such as political risks, structured credit and surety.



**Javeria Coleridge**  
CEO, Aurety Limited, London  
British

Founder of an organisation bringing specialist training programmes and consultancy in countering terrorism, serious violence and conflict resolution. Grown the organisation to become one of the key contributors in the field. Working in partnership and as an adviser to agencies in Europe and the US. Strong background in Policing and Counter Terrorism.



**Ciara Collins**  
Customer Transformation  
Manager, Skanska UK, London  
British/Irish

Currently leading the UK customer strategy for one of the world's leading project development and construction groups. Responsible for the design, implementation and management of work streams supporting the overarching strategy; from the formation of account management teams to the development of a customer skills strategy with HR. Additionally, leads the customer analysis task force for UK business planning.



**Laura Dawson**  
Director, Client Account  
Management Programme,  
AECOM, London  
British

Experienced client relationship management and marketing director working in the professional services sector for international organisations. A track record of successfully developing and implementing client account management programmes. Currently working across Africa, Europe and the Middle East, advising boards and senior leadership on client strategy. The current programme has achieved year on year growth since its inception three years ago.



**Rosie Dimont**  
Project Manager, MelodyVR,  
London  
British/American

Experienced project manager working for a tech start-up in the music/entertainment industry. Responsible for management of VR content projects and key relationships with global artists, management and record labels. Created new processes and workflows to maximise acquisition and delivery of projects. Previous background in direct-to-consumer e-commerce, representing multiple high profile global musicians.



**SherreenGolding**  
Business Analyst, Golding  
Management Ltd, London  
British

Delivered over 7 years of high profile operational and strategic change programmes within the financial services sector. Led a global team in defining operating models of mature and emerging markets across EMEA and the Americas. Successfully optimised vendor resourcing processes for contracts worth GBP £35mn and, collaborated with the Big Four accounting firms to implement remediation and redress for insurance and wealth customers.



**Pallavi Gupta**  
Information Systems Manager –  
Solutions Architect,  
Canaccord Genuity Wealth  
Management, London  
Indian

Highly skilled IT professional with a proven track record in developing and designing strategic software applications in the wealth management domain and previously for tier-1 investment banks. Successfully led and delivered complex integrations and various large-scale IT projects, closely collaborating with global business and IT teams across Asia, Canada, the UK and the US. Advisor to senior management on key initiatives, leading to continuous change in business processes through innovative solutions.



**Luis Hidalgo**  
Business Development  
Manager, Klevio, London  
Spanish

Experienced business development manager and start-up enthusiast with a passion for building businesses and challenging the status quo. Successful track-record of sales and account management within the start-up ecosystem. Managed the sales teams in eight European cities, with over 600 accounts and 2000 prospects. Implemented the restructuring of sales and accounts departments saving over GBP £250,000 annually.



**Victoria Hind**  
Operations Manager,  
Wonderbly, London  
British

Experienced product developer and project manager specialising in working for luxury and premium brands. Leading a global, multi-cultural supplier base, as well as managing multiple cross-functional teams to hit company sales targets, delivery schedules and forecasted revenue. Responsible for price negotiations and capacity planning. Proven track record for spearheading reviews on internal systems and work practices both within company and with supplier base.



**Kathryn Hornby**  
Chief Nursing Officer, HCA  
Healthcare UK, London  
British

Chief Nursing Officer at London Bridge Hospital part of the world's largest private hospital group. Extensive nursing experience and educated to Masters level. Experienced leader and manager. Responsible and accountable for the quality, safety, nursing and many clinical services within the Hospital. Also responsible for budgetary and financial management of clinical departments. Member of the hospital board and senior management team.



**Daniel Howarth**  
International Mortgage Broker,  
Eness Group, London  
British

Experienced international mortgage broker working within a London based High Net Worth brokerage. A Specialist in property and development finance in France, Monaco and Spain with a strong background in foreign languages, including fluency in French and Spanish. Professional qualifications include selling regulated mortgages and wealth management mandates.



**Bhavna Jairam**  
Regulatory Reporting Controller,  
J.P. Morgan, London  
South African

Chartered certified accountant with extensive experience in the financial services industry both in South Africa and the UK. Currently in a regulatory reporting controller role, primarily focusing on all aspects of the control agenda for the UK Regulatory Reporting Team.



**Geoffrey Kedvessy**  
Senior Eretail Manager, PUIG,  
London  
Hungarian/Canadian

Senior sales and marketing professional with significant experience in developing the eCommerce strategy for several fortune 500 global organizations. Proven track record in developing new business models to increase consumer penetration and drive strategic change, with a strong focus on sales growth across brick and click, pure player, and direct-to-consumer business models.



**Niaz Khan**  
Chief Clinical Officer, HCA  
Healthcare UK, London  
British

Experienced practicing medical doctor at the world's largest private hospital group. Senior manager with extensive experience in delivering corporate healthcare services to City of London firms and private clients. Responsible for leading a large team of medical professionals, acquisition of new business, service innovation and regulatory oversight. Key contributor to the development of four new private urgent care centres across central London.



**Antti Kivimaki**  
Deputy Chief Nurse,  
HCA Healthcare UK, London  
Finnish

Senior healthcare leader with broad experience in managing complex healthcare care services. Over 10 years experience in senior healthcare management and leadership with proven track record on effective change management. Strong expertise on healthcare governance with proficiency on service and quality improvement with continuous organisational growth and improved profitability.



**Binbin Lin**  
Director, China Unicom (Europe)  
Operations Limited, London  
Chinese

Leading a cross-functional team to design ICT solutions and deliver integration services to finance and manufacturing industries. Managing engineers and purchasers across EMEA, overseeing a multi-million pound contract annually. Delivered comprehensive ICT projects involving networking, cybersecurity, data centre, and cloud. Strong background in network engineering, CCIE and HCIE.



**Jack Lomas**  
Strategic Development Lead,  
Mott MacDonald, London  
British

An experienced business leader, driving digital transformation across the infrastructure sector. Responsible for strategic developments across global business and focused on improving environmental, social and economic outcomes using technology. Founder at industry collaboration group, co-founder at venture-backed AI startup, and board director at multiple tech companies.



**Kety Oliveira**  
VP, Marketing, emerchantpay,  
London  
Portuguese/Israeli

Commercially astute fintech marketing leader, helping online payment brands build trust, grow their revenue and remain ahead of the curve. Currently leading a marketing function as well as steering and influencing the business' direction and strategy on a group level. Successfully established channel programmes and communities for both medium and enterprise level organisations. Published several payment insight reports and whitepapers, achieving national news coverage.



**Ilyas Oren**  
Associate Director, Atelier Ten,  
London  
British/Turkish

Experienced building services design consultant with strong background in electrical engineering and building information management (BIM). Successfully delivered projects within commercial and high-end residential sectors. Leading a team of multi-disciplinary engineers, engaged in business development. Significant experience working with multi-national companies with cross-functional teams within the architecture, engineering and construction (AEC) industry.



**Diana Santamaria**  
Logistics Coordinator,  
Red Bull, London  
British/Colombian

Analytical Mathematician with a broad set of skills and strong background in Accounting. Currently working in Consumer Goods building strong relationships with top UK retailers and wholesalers. Coordinated several successful accounting projects at a non-profit organisation and managed financial projects at a Healthtech start-up, with a primary focus on strong communication and problem solving.



**Robert Salmon**  
Vice President,  
Macquarie Bank, London  
British

Business solutions manager with extensive experience in Listed Derivatives for the Futures and Options Division for Macquarie Bank EMEA, acting as a subject matter expert for both the asset class and technology. Responsibilities include on-boarding new clients, working with Exchanges to ensure compliance with operational changes and regulation as well as rolling out new initiatives and product offerings.



**Roberto Loré**  
Credit Risk Analyst, Somp  
International, London  
Italian

Credit Risk professional currently working for a specialty Lloyd's of London syndicate. Underwritten large and complex cross-border deals in the areas of trade credit, structured commodity finance, sovereign risk, project finance, aviation finance and shipping. Skilled in deal structuring, financial modelling, debt restructuring, risk mitigation and portfolio management.



**Katrina Makins**  
Head of Marketing, Greenlight  
Digital, London  
British/Luxembourgish

Experienced Head of Marketing for the UK's largest independent digital marketing agency. Day-to-day focus on overseeing channel activity, planning and budgeting. Works directly with the CEO and senior stakeholders to ensure effective marketing, communications and branding. Strategy and planning lead for the company's rebrand, with key experience in agile, tech (apps) and digital marketing.



**Mirko Marischi**  
Group Financial Controller,  
London  
Italian

Finance, accounting and operations professional with a focus on budgeting, planning, forecasting and data analysis. Led a number of transformational projects for several international companies, these include, a service centre with a GBP £250m turnover and the implementation of a bordereau insurance reporting system for a tech start-up. Previous experience in retail and corporate treasury and accounting.



**Ioannis Mathioudakis**  
Foundation's Secretary,  
Bodossaki Foundation, Athens  
Greek

Operations management programme and grant management, budget administration, talent acquisition, relationship management and data analysis/reporting. Instrumental in streamlining and improving processes, enhancing productivity and implementing technology solutions. Managed scholarship and grants programmes worth EUR €11mm and evaluated more than 5000 funding applications. Managed a property portfolio of 22.000 sq.m. of total value of EUR €110mm.



**Yasemin Salp**  
Founder and Director, 11 Plus  
Pass Tuition, Beckenham  
British

Highly established mathematics education professional, with a demonstrated history of working in education management in one of the highest achieving schools in the UK. Experience in training staff from mathematical backgrounds in the nuances of pedagogical teaching within the education sector. Currently managing the launch of '11 Plus Pass Tuition', this includes overseeing the development of the branding, marketing and strategic lead generation of the firm.



**Lynda Sigauke**  
Pharmacy Manager, HCA  
Healthcare UK, London  
British/Zimbabwean

Experienced and qualified Pharmacist with extensive years in leadership and management across the NHS and private healthcare sectors. Successfully led the implementation of management change and innovative pharmaceutical projects within the hospital. Currently leads a team focused on maintaining and delivering outstanding service within the organisation.



**Sebastian Stewart**  
Partner - Head of Client  
Services, Somerset Capital  
Management LLP, London  
British

Built and currently managing the client servicing department. Oversees the management of 250 institutional investor relationships across five continents. Helped raise USD \$6bn over a 4 year period to position the business as one of the fastest growing asset management firms in the UK. Assists with the development of wider business strategy particularly relating to sustainable investment, processes, structures and HR.



**Valeria Till**  
Quality System Specialist,  
Medtronic Ltd, London  
British/Russian

Experienced healthcare industry professional, specialising in quality assurance. Expert team leader focused on delivering best practices using latest technologies while updating international healthcare standards. Designed and implemented communication management plans to establish a quality management system across the organisation. Currently accountable for the strategic and operational running of the organisation through leading and supporting innovations and improvement.



**Sona Modi**  
COO, Pandeta, London  
British

CEO and Co-founder of two start-ups within the real-estate sector. With a focus to strategic entrepreneurship and business development. Experienced in consumer understanding, branding and product market fit within an international context.



**Samer Musharbash**  
Global Project Manager, HSBC,  
London  
Jordanian

Experienced professional with 16 years' experience in world leading banks. Proven record in building business relationships, managing key products and delivering high priority programmes.



**Damien O'Connor**  
Head of Agile Delivery, Trayport,  
London  
British/Australian

Significant experience in software for banking and trading companies. Worked in six different countries, managed projects and programmes with budgets up to GBP £5m, spanning teams of up to 150 people and each delivering benefits of up to GBP £3m in one year and GBP £40m in subsequent years.



**Samson Odubade**  
Senior Technical On-Boarding  
Consultant, Open Banking UK,  
London  
British/Nigerian

Extensive experience in IT and cyber security within the finance industry across pan-European countries, sustaining working relationships to achieve business objectives. Led a multi-cultural team of IT specialists and delivered technical services across multiple European countries as part of a EUR €3bn digital transformation investment. Currently, leading the Open Banking technical on-boarding of CMA9/ Non-CMA9 and FinTechs as part of PSD2/ RTS mandate.



**Rodrigo Tosco Sabaris**  
Research Specialist, European  
Bank of Reconstruction and  
Development, London  
Argentinean/Spanish

Accomplished business information specialist with international experience advising banking divisions. Currently providing support to bankers at a leading international financial institution, in order to evaluate the feasibility of investments. Passionate problem-solver with a focus on finance, technology and sustainability and, most recently, on the energy efficiency and climate change team.



**Monica Varriale**  
Chief Operating & Financial  
Officer, The Serpentine Trust,  
London  
Italian

Highly strategic business development professional with a proven track record in unlocking the potential of organisations in the not-for-profit sector. Currently Chief Operating and Financial Officer managing the multi-million-pound operation at Serpentine Galleries.



**Pia-Ramona Wojtinek**  
Senior Portfolio Manager, GSA  
Capital, London  
German/British

Experienced quantitative trader running market-neutral strategies at a large systematic hedge fund. Responsible for managing a several hundred million dollar portfolio in global equity markets, employing statistical learning and optimisation techniques. Led cross-team communication initiatives and regularly present technical material internally and to investors. Computer Science PhD focussing on Natural Language Processing. Founder of theatre production company.



**Adam Wright**  
Director of Finance - Europe,  
Middle East & Africa, CAA-GBG,  
London  
Australian/British

Dynamic finance executive and inspiring, values based leader with a passion for working with creative businesses. Extensive experience across music, TV, film, licensing and consumer brands. Successfully led culturally diverse teams across Asia and Europe through large scale organisational change. Advised on M&A and investment activity securing flagship acquisitions worth over USD \$10m annually. Negotiated and executed go-to-market model changes increasing profits by 300%.

# Contact us

Come and meet us in person at one of the many events we host and attend throughout the year.

**MBA in a Day:** Get a real taste of the MBA experience at Cass with our interactive event. Find out further information about our programmes, participate in a sample lecture and Q&A panel of students and alumni.

**Evening Information Session:** Join us for an evening to discover more about our programmes through a series of presentations. You will have an opportunity to meet the admissions and recruitment team and talk with students and alumni about their MBA experience.

**Online Information Session:** Join us from anywhere in the world for our web based information session, Q&A with the recruitment and admissions team and faculty.

**Breakfast Information Session:** These early morning sessions are an informal way to meet with us and find out more about our Executive MBA programmes.

**International Fairs:** Our MBA Recruitment Managers constantly travel the world, imparting information and answers to all your questions.

Find out more at [www.cass.city.ac.uk/mba/events](http://www.cass.city.ac.uk/mba/events)

Contact the Recruitment & Admissions team with any questions. They are available on: +44 (0)20 7040 0286

Book a one-to-one consultation with a member of the team, to discuss your suitability for the Executive MBA programme. Send your CV to [cass-mba@city.ac.uk](mailto:cass-mba@city.ac.uk)





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London EC1Y 8TZ  
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#### **Cass Business School**

In 2002, the School was renamed Sir John Cass Business School following a generous donation towards the development of its new Bunhill Row premises.

#### **Sir John Cass's Foundation**

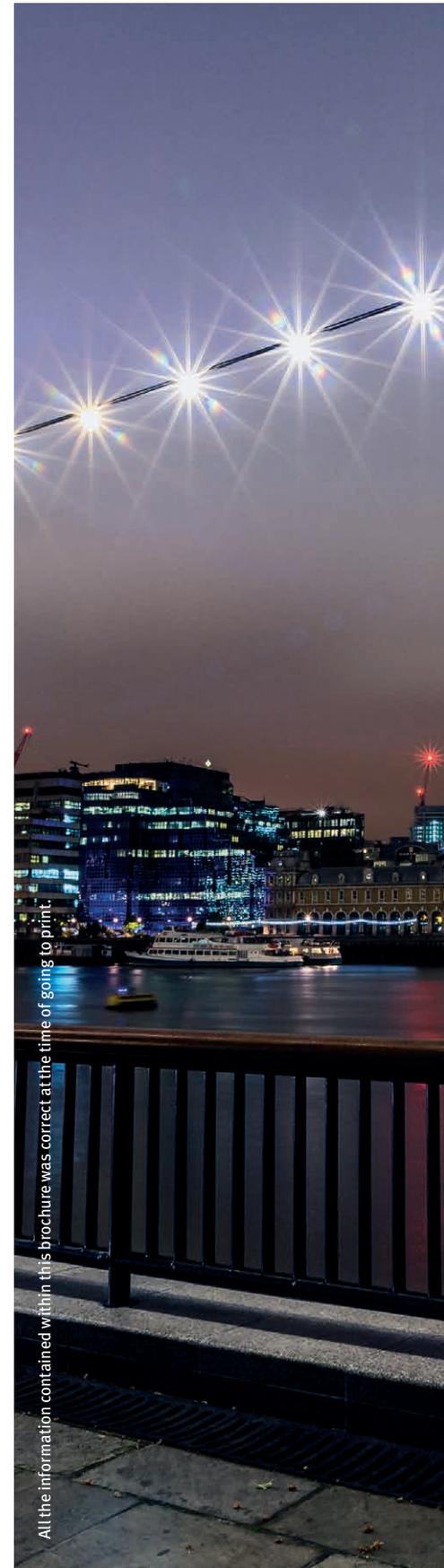
Sir John Cass's Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.



City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 18 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.



**UNIVERSITY  
OF LONDON**



All the information contained within this brochure was correct at the time of going to print.