

# Quick Fire 5



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MINDSHARE 

**1: What's been your biggest achievement whilst working at Mindshare?**

My proudest achievement has been the focus we have placed on Future Talent. With the introduction of the Mindshare Academy, which enables us to engage with a diverse talent at a much earlier stage, mentoring A-Level students through to recruiting them as apprentices, our award winning Internship Programme and being named as one of the top 100 companies for Graduates to work for, I am delighted that we are ensuring that our business has the right talent in place to Invent the Future of Media.

**2: How important is diversity in the workplace?**

At Mindshare we foster a culture of inclusivity which results in attracting diverse talent. Our industry needs to work harder at engaging with diverse talent and educating them on the opportunities that exist. We are now doing this at entry level and need to continue to ensure we support career development and succession to retain talent.

**3: What's your favourite perk of working for Mindshare?**

The people and the offices. We work in a fabulous office in the heart of London with great people, so it's a privilege to be part of that.

**4: Name one of the characteristics you need to work for Mindshare**

You need to be collaborative. We rely on talent sharing their ideas and expertise, working together to bring the best solutions to our clients and our business.

**5: If Mindshare were an animal, what would it be and why?**

A giraffe – head and shoulders above the rest!

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