



## Chair:

### ***Louise Hill, COO & Co-Founder of GoHenry***



Louise Hill is co-founder and COO of GoHenry - the prepaid debit card and financial education app that empowers young people to take part in the digital economy. Louise co-founded GoHenry in 2012 when she realised that her children needed to learn how to manage money in an increasingly digital world.

## Committee:

### ***Peter Heneghan, Deputy Director of Digital, UK Government & MyBnk Trustee***



Peter Heneghan is the UK Government's head of profession for Digital Communications. In this role, he leads the talented digital communications and campaigns team at 10 Downing Street and the Cabinet Office. The teamwork at the heart of government, setting best practice and standards across marketing/communications, content creation, product development, accessibility, and data science, whilst rapidly responding to the spread of disinformation.

### ***Caroline Raines, Director of Corporate Affairs, Compare The Market***



An award-winning communications specialist with strong experience of managing multi-disciplinary communications teams in sectors including financial services, the NHS, local government and utilities, as well as directing accounts for internationally recognised brands and organisations in commercial PR and strategic communications agencies.



***Gemma Woodall, Director Isio***



Gemma Woodall is a Director at Isio specialising in providing sponsors of pension scheme advice on strategy and managing the costs and risks associated with those schemes. Gemma joined the KPMG Pensions team in 2002 and has played a significant role in growing the business that transferred to Isio. Gemma is a qualified actuary and also leads Isio's offering for not-for-profit and charity clients.

***Kara Gammell, Freelance financial journalist and broadcaster***



Kara is an award-winning personal finance and consumer journalist. She has written regularly for national newspapers, including The Sunday Times, The Daily Telegraph and The Guardian. Her first book, *Your Best Friends Guide to Cash: Eight things Every Woman Needs to Know About Money*, was published in 2014.