



Johanna Kyrklund 32

A *Financial News* rising star, Kyrklund is head of world multi-asset business at Schroders, responsible for investments of £11.2bn, and a member of its five-person global asset allocation committee. The Oxford graduate was previously at Deutsche Asset Management and Insight Investment.



Priya Lakhani 28

Ex-barrister Lakhani quit in 2008 to start Masala Masala, an authentic Indian sauce company, and was soon voted *Daily Mail* Enterprising Young Brit. Her sauces are sold by Waitrose, Harrods and Harvey Nichols. She set up the Masala Masala Project – for every pot sold, a homeless person in India is fed a meal.



Clare Langford 28

Tesco's category technical manager for salad and prepared produce manages a turnover of more than £18m a week. Langford leads a team that sources product from more than 2,000 growers across 20 countries. She has been identified by Tesco as one of its future leaders.



Claire Mason 34

The Oxford graduate set up PR agency Man Bites Dog four years ago and has won several awards since, including *PR Week's* New Consultancy of the Year 2007/8. A specialist company targeting professional services firms, the agency boasts profit margins four times the industry average and is expanding fast.



Sophie Maunder-Allan 35

At 29, Maunder-Allan became the first female shareholder at VCCP – the ad agency behind the *comparethemarket.com* Meerkat campaign – and then the first female equity partner. Now head of strategic planning, she has won the IPA Effectiveness Awards Grand Prix and a Gold for client O2.



Lisa Myers 31

Norwegian-born Myers is an expert in search marketing and search-engine optimisation, founding consultancy Verve Search in February this year. She was head of search at Base One, during which time she won the award for the under-30 category of the BlackBerry Women & Technology Awards in 2008.



Rosie Nagra 32

Joining Reckitt Benckiser in 2007 as marketing manager on Finish, its flagship global dishwashing brand, Nagra had previously worked at Kraft Foods for six years, where she helped launch Philadelphia Splendips. She was one of *Marketing Week's* 2007 Top 50 Rising Stars.



Azita Qadri 35

Cambridge graduate Qadri is the woman behind Eat Your Cake, which helps start-ups recruit high-calibre professionals who need flexible working hours. Qadri brings her experience from eBay, where she got retailers to sell excess stock on site, and from her Insead MBA. She plans to take Eat Your Cake Europe-wide in 2010.



Deborah Regal 34

During her 10-year City career in foreign exchange sales, Regal worked at Bloomberg and JP Morgan. Now studying at the Bar, she is also an independent member of the Metropolitan Police Authority and was named Pro Bono Hero by the Attorney General in 2008 for her legal charity work in various sectors.



Clare Reichenbach 35

As BBC Worldwide's head of strategy, Reichenbach is responsible for supporting the CEO and directors in the corporate strategy of the BBC's commercial arm (turnover: £1bn). The Oxford graduate, who also worked for Gemini and BSkyB, was head of strategy for BBC Vision.