

Endometriosis UK: Biographies of Trustees seeking re-election

Trustees seeking re-election are: Sarah Atkinson, Andrew Glyde, and Sera Holland.

Sarah Atkinson

Sarah's professional expertise is in advocacy and communications, with sustained experience of all disciplines including digital, media and brand. Currently CEO for the Social Mobility Foundation, Sarah has extensive experience as a charity trustee, developing strategy, offering constructive challenge and leading change.

Andrew Glyde

Andy has worked for a number of different charities in campaigning and public affairs roles, including Cancer Research UK, Breast Cancer Care and Age UK. He is passionate about the role of voluntary sector organisations in influencing change and improving health services.

Originally from London, Andy has recently moved to the South Wales Valleys with his wife, Leanne. She was diagnosed with endometriosis in 2011, having experienced a delayed diagnosis and poor treatment and care. This is what motivates Andy to be support Endometriosis UK

Sera Holland

Sera has over 20 years professional experience as a marketing, brand and communications strategy expert, working globally but based in the UK. A previous Drum Marketer of the Year, she was recently appointed Deputy CEO of creative communications consultancy Ketchum and was previously co-founder of The Fawnbrake Collective. Prior to that, she was CEO of the Material Communications Group, specialising in working at a senior strategic level across the digital, brand and experience design space. She is an elected member of WACL (Women in Advertising and Communications Leadership), a committed member of the Bloom network and co-chairs the IPA's prestigious Excellence Diploma, a body of which she was formerly an elected Council member. Passionate about the potential role of communications in behavioural change, Sera looks to combine her professional expertise with her personal endometriosis story to empower others to share their own, educate others to recognise and hear them when they do and ensure the charity receives the support it needs to achieve its mission.