

PPA Festival 2025 Speakers



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Chief Executive,
William Reed



Tom Armstrong

Vice President of
Global Advertising,
The New York Times



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Beauty Director,
Cosmopolitan UK



Chris Packham

Conservationist &
Broadcaster



Poppy Nash

Managing Editor,
Who What Wear UK



Ricky Sutton

Founder,
Future Media



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Sunday Times
bestselling author,
broadcaster and
podcast host



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McMahon**

Chief Commercial
Officer,
Haymarket Business



Philip Thomas

Executive Chairman,
Informa Festivals



Lydia Amoah

Market Strategist,
Business Leader &
Founder,
Backlight & The



Mel McVeigh

Head of Digital,
PPA



**Katie Vanneck-
Smith**

Chief Executive
Officer,
Hearst UK



Lisa Stevens

Head of Subscriber
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Retention,
The Times



Sajeeda Merali

Chief Executive
Officer,
PPA



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Author, Speaker,
Columnist



Stephen Almond

Executive Director -
Regulatory Risk,
Information



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Editor
Women's Running,



Sarah Marshall

VP, Audience
Strategy,
Condé Nast



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MD Advertising,
Immediate



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CEO & Founder,
Seedelta



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Editor-in-Chief,
Retail Week



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Head of
Sustainability &
Social Causes,
Cult Beauty



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Senior Digital
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Douglas McCabe

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Stuart Forrest

Global SEO Director,
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Global Subscription
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Paul Hood

AI Transformation
Consultant



Audrey Indome

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Chief Digital Officer,
William Reed



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VP Retention,
The Economist



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Head of Creator &
Media Partnerships,
Snap



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Managing Director,
Good Housekeeping
& Good
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Institute



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Director of Product,
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**Lena De
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Deputy / Culture
Director,
ELLE UK



Rebecca Selby
Director of
Membership and
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Hearst UK



**Sabrina
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Head of Events,
The Channel
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Founder & Publisher
Broadsheet Media



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Co-Founder & CEO,
Miso.ai



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Obomate Briggs
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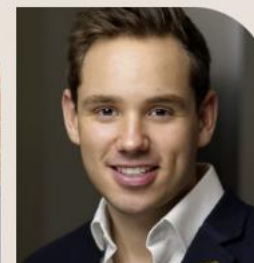
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