

SOPHIE DEVONSHIRE, CEO

Sophie is an experienced business leader, entrepreneur, marketer, and bestselling author.



Across her career she has worked in and with multinational companies (including Procter & Gamble and Coca-Cola) as well as high-growth start-ups and agencies (Leo Burnett in the Middle East and Interbrand, London). She also has personal experience of being a successful entrepreneur, setting up her own award-winning e-commerce business which she sold, before running a luxury gifts business and then moving onto become CEO of The Caffeine Partnership, an award-winning business consultancy. In June 2020, she was appointed CEO of The Marketing Society, the global network of marketing leaders.

Sophie is passionate about connecting ideas and people and works to help inspire leaders make a difference to the future of business. An impatient accelerator, she specialises in understanding questions of pace and purpose in business.

Her book Superfast: Lead at Speed reached no.1 in the Amazon charts and was shortlisted for Business Book of the Year. At the end of 2021 Sophie published a second book, written with international leadership expert Ben Renshaw: 'Lovework' which is designed to help people discover a better relationship with work. She is a popular and energising keynote speaker on a variety of business topics including 21st century leadership, pacesetting, marketing and new models of positive business leadership.

