
Penny Hughes, Advertising Association President

Biography

Penny Hughes spent ten years with Coca-Cola, becoming its President UK & Ireland in 1992 at the age of 33.

She subsequently stepped down from full-time work for family reasons and has since achieved a successful portfolio career of non-executive directorships, currently at Vodafone, Reuters, Trinity Mirror and Skandinaviska Enskilda Banken. She is also the first non-American Director of the Gap (Inc) and sits on the Advisory Board of Bridgepoint Venture Capital.