

Shereen Daniels

Advocate for anti-racism in business
Vice Chair Black Business Association
(London Chamber of Commerce and Industry)
Founder + Managing Director, HR rewired



KEY INFO

- ✉ shereen@shereen-daniels.com
- ☎ +44 (0) 20 8050 1759
- shereen-daniels.com
- hr-rewired.com
- in 21K followers on LinkedIn
- ▶ 120+ videos on YouTube

FEATURED IN



SUPPORTING



ABOUT

An advocate for anti-racism in business, Shereen is Vice Chair of the Black Business Association for London Chamber of Commerce and Founder + Managing Director of HR rewired.

As a wonderfully accomplished HR leader who is a sought-after speaker and advisor, Shereen has been featured in Forbes and voted one of LinkedIn's Top Voices for 2020.

As the Vice Chair of the Black Business Association Committee, Shereen plays an integral role in lobbying and supporting the effective business activity of Black entrepreneurs and owners, showing the investable credibility of Black business and significantly influencing the government's agenda on racial injustice, discrimination and economic empowerment. The committee is focused on ensuring the capital markets and government take the opportunity to both hear and heed competent Black voices and secure the growth of the business sector.

Shereen accelerates Board-level knowledge to implement strategic impactful actions to think differently about anti-racism and promoting racial equity.

A supporter of the Sustainable Development Goals - 17 Goals to transform our world, adopted by the United Nations Member States in 2015, Shereen is focused on driving sustainable economic growth and providing equitable employment opportunities for all.

Shereen advocates to advance Sustainable Development Goal 8: Decent Work and Economic Growth; Sustainable Development Goal 10: Reduced Inequalities and Sustainable Development Goal 16: Peace, Justice and Strong Institutions.

BACKGROUND

Her corporate HR global leadership career spans over seventeen years, working within companies with turnovers ranging from £100 million to £2.2 billion; such as Caffe Nero, Greene King, Hobbs, Gala Coral, Carphone Warehouse, Orion Publishing Group and ArmorGroup (now part of G4S).

Prior to founding HR rewired in 2019, Shereen embarked on an MP Leadership Scheme with the House of Commons and Operation Black Vote, which has an objective to increase representation within UK politics. A seasoned board director, Shereen has occupied previous roles for Kent & Medway Economic Partnership Board, Trustee to Endeavour Mat, a group of selective and non-selective schools in her local area and Women's Aid, a charity supporting women and children who have been the victims of domestic abuse.

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SUSTAINABLE DEVELOPMENT GOALS



HOW SHEREEN WILL ADD VALUE TO YOUR EVENT

From keynotes, to panels to intimate fireside chats and facilitating listening forums, audience members are continuously inspired by Shereen's willingness to share her personal stories, energised by her authentic delivery and infectious enthusiasm for action.

Underpinning her board advisory work, she believes we have a collective individual, organisation and societal responsibility to ensure fair treatment for everyone.

As a keynote speaker, panelist and/or programme curation, example topics include:

- Strategic imperative to address anti-racism and promote racial equity in business
- Evolving culture and practice to go beyond corporate diversity and inclusion approaches
- How to empower employees to become pioneers of change - within their organisations and their wider communities
- Future of work - advocating for anti-racism and racial equity
- Progressive inclusive leadership for the 21st century
- Inclusion and diversity for a post COVID-19 era
- Untapped opportunity: Black led businesses as additional vehicles for growth

HAVE SHEREEN FACILITATE A LISTENING FORUM

Listening forums are a transformative and impactful way of centering the voices of marginalised people who are most affected by racism and inequality.

Adopting a town-hall style format, they are deliberately curated to provide a safe yet psychological brave space for both the participants and the wider audience.

ENGAGE HER TO ADVISE YOUR BOARD

Shereen accelerates Board-level knowledge to implement strategic impactful actions to think differently about anti-racism and promoting racial equity.

As a Board Advisor, Shereen can help you:

- Diversify your boardroom (without it looking tokenistic)
- Revise your approach to diversifying your supply chain
- Take a strategic and equity-based approach to building your executive talent pipeline
- Shape your anti-racism and DEI narrative in an authentic way to engage with employees, shareholders, customers and your wider community.