

Anne Heal, Managing Director Sales, Products & Marketing

After graduating with an MA in Politics, Philosophy and Economics from Somerville College, Oxford, Anne joined the Ford Motor Company as an Industrial Relations trainee at their Slough Truck Plant. A developing interest in employee communications led her first to a brief spell as a financial journalist and then to join an advertising and communications agency as a communications consultant where she managed a variety of projects, working for a number of major companies across a wide range of sectors.

In 1988, she joined BT to head up the Literature team of the Customer Communications Unit, producing BT's sales and marketing materials. After a year sponsored by BT at London Business School, she returned to run the residential marketing communications team, developing and delivering all advertising and promotion to the personal customer.

She then moved into an operational role, responsible for building major networks and other infrastructure in the south of England. Anne became Head of the Office of the Chairman in 1996, Head of the combined Office of the Chairman and Chief Executive in 1998 and in 1999 was appointed Director, Strategic Planning. In July 2000 she became Director, Corporate Business Development. She took up the post of Director, Regulatory Affairs in February 2002 and after working extensively on the Ofcom Strategic Review of Telecommunications, moved to the newly created Openreach to be Managing Director, Sales, Products and Marketing.

Anne is a Sloan Fellow of the London Business School and has a Masters Degree in Management from London University. She is a director of Women in Telecoms and Technology (WITT).