

**Carolyn McCall**

**Chief Executive**

**Guardian Media Group**



---

As Chief Executive of Guardian Media Group plc (GMG), Carolyn McCall oversees a business that spans publishing, broadcasting, the internet and B2B media. She joined the company in 1986 and has since risen up the ranks with her strong commercial acumen and great strategic vision - bringing true innovation and freshness to GMG and the wider industry.

McCall has led the company and its growth strategy across a wide range of activities. In her previous role as the head of the national newspaper division, she oversaw the transformation of both the Guardian and Observer newspapers as they adopted the highly successful Berliner format.

She also championed the company's digital strategy, which included sustained investment online in the belief that the web would be central to the business's evolution and future. Now Guardian.co.uk is the number one newspaper website in the UK, and has been voted best online newspaper in the world for three years in a row. The Guardian now has a bold new ambition: to become the world's leading liberal voice.

McCall took up her current post of Chief Executive of the wider group in August 2006.

In 2007 she led the sale of 49.9% of Auto Trader publisher Trader Media Group to Apax Partners, a deal which valued the business at over £1.3 billion. GMG and Apax Partners recently joined forces again to acquire Emap's business-to-business arm for £1 billion.

The completion of these deals has successfully diversified GMG's portfolio. The Group is now better placed than ever before to achieve its ultimate objective: securing the ongoing financial and editorial independence of the Guardian. GMG is owned by the Scott Trust, which was created in 1936 to safeguard the Guardian's editorial freedom in perpetuity.

McCall is a non-executive director of Tesco Plc and was a non-executive director of New Look plc between 1999 and 2004. She is chair of Opportunity Now, the UK's leading membership organisation for gender equality and diversity at work, and is a former president of Women in Advertising and Communications London (WACL).

McCall has a strong focus on corporate responsibility and GMG's national division, Guardian News & Media (GNM), has led the way for the media industry in terms of auditing and reporting performance against sustainability targets. GNM has formed a partnership with the charity Forum for the Future to create a vision and strategy to make it the world's leading sustainable media business.

A graduate from Kent University with a BA in History and Politics, McCall also has a Masters in Politics from London University. She was born in India to British parents in September 1961 and is married with three children.

Guardian Media Group comprises:

- Guardian News & Media: the Guardian and Observer newspapers and the Guardian.co.uk website
- GMG Regional Media: the Manchester Evening News and its website, a number of other regional newspapers and websites in the North West and South of England, and the Channel M city TV station
- GMG Radio: a number of regional radio stations across the UK under the Real Radio, Smooth Radio, Century Radio and Rock Radio brands
- Trader Media Group: one of Europe's largest specialist print and online media companies, and publisher of the Auto Trader magazine and website. Trader Media Group is jointly owned by GMG and Apax Partners, with GMG as the majority shareholder
- Emap Communications: the B2B publishing, events and information business, also jointly owned by GMG and Apax Partners
- GMG Property Services Group: Vebra, Core Systems and CFP, providers of software to independent estate agents, and thinkproperty.com, the consumer facing portal