
For Immediate Release

Vimla Appadoo becomes a Trustee of Diversity UK

28th January 2021, London: Diversity UK, an equality charity that aims to advance the education of the public in diversity and inclusion in the workplace, is pleased to announce that Vimla Appadoo has become a Trustee of the organisation. Vimla Appadoo is the Co-Founder and Director of Culture Design at Honey Badger, alongside a role as Head of Experience at Culture-Shift. She is passionate about embedding fearless change across organisations, to design safe workplaces where everyone can thrive.

Lopa Patel MBE, Chair of Diversity UK, said, *"We are delighted that Vim has joined us as a Trustee. She is a design thinker, international speaker and advocate for changing the way businesses think: using technology, design and culture to align profit and purpose. Following the paradigm shift that has happened as a result of the global coronavirus pandemic, her insights will be invaluable in shaping Diversity UK's future strategy. The inequalities that have been spotlighted as a result of the pandemic and the Black Lives Matter movement mean that we too must adapt to how we can best serve our members and the communities that we represent. I look forward to working with Vim on the Diversity UK Trustee board to shape our future projects and campaigns"*.

"The time for change is now," commented Vimla Appadoo, "I am so passionate about how workplace cultures can shift to empower people from different backgrounds and with different experiences, to bring that diversity with them into the workplace, so that businesses can reap the benefits of having a diverse team. It's something I live and breathe every day and I couldn't be more proud and honoured to be a Trustee for Diversity UK, to work with them as a charity to embed diversity, inclusion and equity in the workplace so that we can see real tangible change across different sectors and industries."

Diversity UK has achieved significant success since it was founded in 2012, including conducting the first public appointments survey among BAME individuals and publishing the **'Beyond the Glass Ceiling: Representation in Public Appointments'** report (2013); establishing the annual **Paul Stephenson Lecture** on race equality; publishing the annual **'Top 100 Asian Stars in UK Tech'** and **Asian Tech Pioneers** lists and hosting events on topics ranging from **'Unconscious Bias'** to **'Millennials and the Media'** as well as taking part in numerous consultations and roundtables.

Vimla Appadoo commenced her appointment as a Trustee of Diversity UK on 11th January 2021 for a period of 3 years.

For further information visit <https://diversityuk.org/> | [@Diversityuk](https://twitter.com/Diversityuk)

Ends.

About Vimla Appadoo

Vimla Appadoo is the Co-Founder and Director of Culture Design at Honey Badger, alongside a role as Head of Experience at Culture-Shift. Over and above everything, Vimla is passionate about embedding fearless change across organisations, to design safe workplaces where everyone can thrive.

Vimla is a design thinker, international speaker and advocate for changing the way businesses think: using technology, design and culture to align profit and purpose. Vimla works across large scale organisations, small businesses and scaling startups, bridging the gap between the public and private sector. At 21 she founded her first business with clients including the NHS and has since gone on to lead Northern Collective: Women in Public Space, and SheSaysMCR. She travels the world representing the UK on tech missions and has been featured in The Times on Sunday, BBC Breakfast and Sky News. Vim is a multiple award winner, with a spot on the Northern Power Women Awards Future List, Digital Leaders Young Leader of the Year, WeAreTheCity Rising Star and on the Top 100 Asians in UK Tech list.

In her spare time you can find Vimla powerlifting, writing her new book on Culture Design, rapping along to 90's hip hop and drinking all the tea.

For further information visit <https://thatgirlvim.com/>

About Diversity UK

Diversity UK is an equality charity that aims to advance the education of the public in diversity and inclusion in the workplace, in particular by carrying out research for the public benefit in all aspects of that subject and to publish the useful results. It is an evidence-based initiative that seeks to influence policy, enhance civic engagement and improve the perception of the minority ethnic community in Britain. It delivers its objectives through its website and newsletters and aims to undertake research, raise awareness, facilitate debates, host roundtable meetings, participate in consultations and monitor public appointments.

Founded in 2012, Diversity UK is a registered charity (No: 1155189) in England & Wales run by Mrs Lopa Patel MBE (Chair); Ms Vimla Appadoo, Ms Rita Hunt, Ms Francesca Jus-Burke, Ms Anne-Marie Taylor and Mr Ramesh Vala OBE as Trustees.

For further information visit <https://diversityuk.org/>