



People — 19 September 2016

## Inspirational women 2016: *City innovators*

This year, Brummell celebrates 30 innovators spearheading change in workplaces throughout the City

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This year, Brummell's list of the most inspirational City women turns its attentions to those who have shown an innovative approach to the way they think and work, and I was delighted to be asked to join the judging panel. Such was the calibre of the nominees, we had to keep reminding ourselves that we were restricted to selecting a final list of just 30, so needed to be particularly disciplined in applying the rigorous shortlisting criteria.

The panel received more than 100 nomination packs, which we duly reviewed. Straight away it was clear that every one of the nominees would be a true inspiration to other women (and men) throughout the City. These women came from a diverse range of backgrounds, some working for a

large corporate, others running their own business, but all demonstrating how effective their new ideas have been and continue to be.

Our final 30 can be proud of the way they've led industry change – and, in the process, proved that innovation is the key to success in every business.

*Julia Streets*

*Founder and CEO of Streets Consulting, and one of Brummell's 30 Inspirational Women on Boards (2013) and Women Entrepreneurs (2014)*



Gemma wears Red-gold and diamond earrings, bandeau pendant, bangle and fully paved ring, all from the Piaget Possession collection

**Gemma Godfrey (above)**  
**Founder and CEO, Moo.la**

Quantum physicist Godfrey founded innovative digital wealth manager Moo.la – a top 10 fintech company to watch – to help people grow their money and take control of their savings and investments. A regular business expert on daytime television, she has been named one of the most Powerful Women in London by City AM and was selected by the BBC as one of the world's top 100 women striving to make the world a better place. She is also a board advisor to Templars Communications and the CLU School of Management.