



London, 17th November 2020

Level 20 appoints Cheryl Potter as Chair

The board of Level 20, the not-for-profit organisation established to inspire women to join and succeed in the private equity industry in Europe, is delighted to announce the appointment of Cheryl Potter as Chair, succeeding George Anson, with effect from 1st January 2021.

Cheryl Potter is a pre-eminent figure in the UK private equity industry, having spent the majority of her career with Permira, the global private equity firm.

A qualified chartered accountant, she joined Permira in 1999 after stints at Royal Bank Development Capital and Arthur Andersen. She became a partner at Permira in 2005 and retired from the partnership at the end of 2019. During her time at the firm Cheryl led the Global Consumer Team and the London office. She also served on the firm's Executive Committee and the Compensation and Partnership Committee and founded Permira's women's network. Cheryl worked on numerous transactions including Allegro, Dr Martens, Homebase, Iglo Group (and its subsequent acquisition of Findus Italy), Maxeda and Best Secret (formerly Schustermann & Borenstein).

Cheryl currently serves as a non-executive director at Best Secret. In addition, Cheryl is a BVCA Council member and was Chair of the BVCA for the 2019/20 year. She is a founding patron of Women Supporting Women (part of The Prince's Trust) and a member of Tick Tock, a fundraising committee for Great Ormond Street Hospital.

Commenting on her appointment, Cheryl Potter said: "I am delighted to have been appointed Chair of Level 20. I have enjoyed working with Pam and the broader team at Level 20 over the past two years as a member of the Advisory Council and very much look forward to working with them in this new capacity. It is vital that we continue to address the issue of gender diversity in the private equity industry and ensure that as many women as possible can enjoy successful and fulfilling careers. It is clear to me that Level 20 has made significant progress in the five years since it was launched in building awareness and engagement around this topic but there is still a long way to go. In taking on this role, I hope to help build on the good work done to date by the founders and the executive team."

Pam Jackson, CEO of Level 20, said: "We are thrilled to welcome Cheryl as our new Chair. She was one of the first women to feature in our Inspiring Women series and brings a wealth of experience to the role. She has been an active member of our Advisory Council, providing invaluable counsel and insight to the Board and the executive team. I am sure that will continue to be the case in her new role, as we continue to drive the agenda for change to inspire women to join and succeed at all levels of the private equity industry, and to help firms create cultures where diversity and inclusion can flourish."



“I would also like to thank George Anson for his service to Level 20 over the past two years. He has been a fantastic leader and ambassador for the organisation and we wish him well for the future.”

George Anson, outgoing Chair of Level 20, said: “It has been an honour to serve as Chair of Level 20 over the past two years, and I know the organisation is in good hands under the leadership of Pam Jackson, and now with Cheryl Potter as the new Chair. It is in no small part thanks to Level 20’s great work that gender diversity is now a central point of focus for private equity. I know from my many conversations with firms over my tenure as Chair, that the industry leaders are committed to continue to make significant changes to ensure women can have long, successful careers within the industry.”

Since its launch in 2015, Level 20 has made significant progress, expanding initiatives, independent research and partnerships, and ultimately greatly improving its reach and engagement in the industry, with 68 sponsor firms and more than 2,500 individual members.

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About Level 20:

Level 20 is a not-for-profit organisation formed and seeded in 2015 by 12 senior private equity professionals representing GPs and LPs. It aims to work with the leaders of the European private equity industry to attract and retain more women across the industry, such that they will account for 20% of senior professionals.

www.level20.org