

# WOMEN OF THE FUTURE AWARDS

UNITED KINGDOM

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Women of the  
Future Programme

#WOF2025

## CELEBRATING AND SUPPORTING BRITAIN'S NEXT GENERATION OF TRAILBLAZERS

The Women of the Future Awards, founded by Pinky Lilani CBE DL in 2006, provide a platform for remarkable female talent in the UK. The awards recognise the inspirational stars of tomorrow across diverse sectors. We are honoured to have HRH The Duchess of Edinburgh as our Global Ambassador, Cherie Blair CBE KC as our Patron, and Sir John Peace CVO CSTJ as Chair of the Judging Panel.

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# WOMEN OF THE FUTURE WINNERS 2025

**11<sup>TH</sup> NOVEMBER 2025:** The Women of the Future Awards, sponsored by PwC, announced the winners of the 2025 awards and celebrated the 20<sup>th</sup> anniversary of the initiative with a prestigious ceremony in London. We were delighted to be joined by HRH Princess Badiya bint El Hassan, Sir John Piece CVO CStJ, Cherie Blair CBE KC, Vicki Treadell, Vice Chair of the Women of the Future Programme, Her Excellency Josefa González-Blanco Ortiz-Mena, Ambassador of Mexico in the UK and Ireland, The Hon Julia Gillard AC, Former Prime Minister of Australia, Tania Bryer OBE, Anchor and Broadcaster, CNBC, and award-winning Producer Sheila Nortley.

The awards, now in their twentieth year, celebrate the most innovative, determined and talented young women from every corner of the UK and in every field. From media to science, from sport to mentorship, the awards showcase Britain's trailblazers. The talent of this year's shortlist and the 12 award winners is simply phenomenal.



## AI

**Yara Kyrychenko**, Gates Cambridge PhD Candidate, University of Cambridge

## ARTS & CULTURE

**Janay-Marie Myers-Davis**, Founder & Managing Director, TALLAWAH Agency

## BUSINESS

**Sharnie Rogers**, Director, Head of Eastern Region, Strutt & Parker

## COMMUNITY SPIRIT

**Louise Prashad**, Corporate Partnerships Executive, Special Olympics GB

## ENTREPRENEUR

**Dr Ally Jaffee**, Nutritank's cofounder & content creator

## MEDIA

**Karimah Bangura**, Digital News Producer, ITN

## MENTOR

**Smiti Nigam**, Investment Specialist, J.P. Morgan

## PROFESSIONS

**Chloe Jordan**, Manager, Actuarial Consultant, PwC

## SCIENCE

**Dr Layla Hosseini-Gerami**, Co-Founder & Chief Data Science Officer, Ignota Labs

## SPORT

**Lauren Heria**, CEO, Equal Kicks

## TECHNOLOGY & DIGITAL

**Camille Catania**, Associate Software Engineer, Publicis Sapient

## YOUNG STAR

**Florence Sargent**, Founder, RED-Scue

*Also highly commended by the judges this year were:*

**Ideja Bajra**, Founder, Edvance AI

**Christina Dymioti**, Director, Fashion Heritage Network Cyprus

**Eleanor Long**, Global Head of Emerging Talent, Rolls-Royce

**Dr Aisia Lea**, FY1 Doctor & Director, Anatome Education

**Kesewaa Browne**, Journalist & TV Professional

**Dr Tori Ford**, Founder, Medical Herstory

**Charlotte Pierce**, Weight-lifting Athlete, Team GB

**Tiffany Dove-Abbam**, Founder & CEO, The Dove Foundation for Global Change

# WOMEN OF THE FUTURE WINNERS 2025



## **PINKY LILANI CBE DL**

**FOUNDER AND CHAIR,  
WOMEN OF THE FUTURE PROGRAMME**



For 20 years, the Women of the Future Awards have celebrated women who lead with purpose and bold vision. What makes this milestone so special is not only the remarkable individuals we honour, but also the community they create – a network of women who mentor, collaborate, and inspire across every sector. Kindness has always been at the heart of our work at the Women of the Future Programme: a transformative force that drives innovation and connection. As we look ahead, I hope this community continues to flourish, empowering generations to come.



# WOMEN OF THE FUTURE

## WINNERS 2025



### **YARA KYRYCHENKO, Winner of the AI Award**

Yara is a Gates Scholar at the University of Cambridge. Originally from Kyiv, Ukraine, she graduated summa cum laude from NYU with a double major in Mathematics and Psychology. With research published in top journals and a speaking invitation from an influential NATO conference, she now studies AI to understand how we can make human-technology interactions more constructive.



### **JANAY-MARIE MYERS-DAVIS, Winner of the Arts & Culture Award**

An award-nominated executive, Janay Marie is a cultural marketer and strategist with extensive experience in the music, media, and creative sectors. With a passion for cultural relevance, impact, and DEI, she seamlessly integrates these elements into her work, whether through bespoke social media campaigns, partnerships, or large-scale events.



### **SHARNIE ROGERS, Winner of the Business Award**

Sharnie started her career as an estate agency apprentice at the age of 16 and rose to become a Senior Negotiator in just three years. She was later headhunted by Strutt & Parker at the age of 19 and went on to become the business's youngest Director, where she tripled her county office's income and built a high-performing, motivated team.



### **LOUISE PRASHAD, Winner of the Community Spirit Award**

Louise is a liver transplant survivor, Team GB athlete, and multi-award winner. She is a Corporate Partnerships Executive at Special Olympics GB, trustee of Transplant Sport, and speaker for NHS Organ Donation. Having raised over £350,000, she shares her story to honour loss, celebrate resilience, and champion inclusion through sport.



### **DR ALLY JAFFEE, Winner of the Entrepreneur Award**

Ally, an NHS psychiatrist, is an advocate for integrative mental health using nutrition, nature, and the arts. A multi-award-winning expert and speaker, Ally co-founded Nutritank, a non-profit educating healthcare professionals on lifestyle medicine. Ally's work, with a focus on fighting health misinformation, aims to reduce stigma and inspire change.





# WOMEN OF THE FUTURE

## WINNERS 2025



### **KARIMAH BANGURA, Winner of the Media Award**

Karimah is a multi-award-nominated journalist and digital news producer. Karimah volunteers as an ambassador for the National Council for the Training of Journalists (NCTJ) and was commended for her work as an apprentice at the NCTJ Awards for Excellence in 2023. She is passionate about telling stories from underrepresented communities.



### **SMITI NIGAM, Winner of the Mentor Award**

Smiti, an investment specialist at J.P. Morgan Asset Management, is deeply committed to mentoring women and providing holistic support that addresses both professional and personal challenges. Her impactful mentorship has empowered women to overcome barriers, secure prestigious positions, and realise their ambitions.



### **CHLOE JORDAN, Winner of the Professions Award**

Chloe, a PwC Manager and Fellow of the Institute and Faculty of Actuaries, pioneers ESG and net zero modelling. A first-generation graduate, she achieved fellowship while working full-time, mentors aspiring actuaries and disadvantaged students, and champions diversity, blending her actuarial rigour with a passion for climate action and inclusive leadership.



### **DR LAYLA HOSSEINI-GERAMI, Winner of the Science Award**

Layla bridges the worlds of chemistry, biology, and AI in her role as Chief Data Science Officer and Co-founder at Ignota Labs, a drug turnaround company that specialises in rescuing promising but failed medicines. With a PhD from the University of Cambridge, she uses her expertise to harness deep learning to solve critical drug safety issues.



### **LAUREN HERIA, Winner of the Sport Award**

Lauren is both a footballer and an experienced business leader with a strong background in research, campaigns, major events, and stakeholder management. As the Founder of Equal Kicks, a specialist women's sport consultancy, and Foudys, the first official retailer of merchandise in women's football, she is an advocate for diversity and inclusion in the sports sector.



# WOMEN OF THE FUTURE WINNERS 2025



## **CAMILLE CATANIA, Winner of the Technology & Digital Award**

Camille is a software engineer and responsible AI advocate, dedicated to building inclusive, ethical, and impactful technology. An ambassador for multiple women in tech initiatives and a trusted public speaker, she leads powerful initiatives, mentors aspiring technologists, and inspires the next generation to pursue careers in technology with confidence.



## **FLORENCE SARGENT, Winner of the Young Star Award**

Florence is the Founder of RED-Scue, a UK-based nutrition startup tackling Relative Energy Deficiency in sport. A former national athlete turned innovator, she leads product development, education, and awareness campaigns and is set to join Bloomsbury Football as a Football Coordinator. Her work champions recovery, resilience, and athlete wellbeing.

