

# **BelEve UK Strengthens Its Mission with the Appointment of Elizabeth Anyaegbuna as Chair and Shruti Dube as Patron.**

London, xx April 2025

**BelEve UK** is a London based charity that empowers young women and girls to reach their full potential through education, mentorship, and personal development programs. Since its inception, BelEve has supported over 10,000 young women, helping them to build confidence, overcome obstacles, and achieve their goals. Our aim is to impact over 50,000 young females by 2027.

BelEve are delighted to welcome;

- Elizabeth Anyaegbuna, as Chair
- Shruti Dube, as BelEve's first Patron

## **ABOUT**

### **Elizabeth Anyaegbuna**



Elizabeth is a media and advertising industry veteran with over 20 years' experience, culminating in co-founding 16x9media, an advertising and production agency. She was recently appointed as GM, Director of Advertising at Frame Advertising. Her leadership career spans Sky Media, Turner, Viacom, and A+E Networks with a stint in Africa setting up the Ad Sales for broadcaster GTV, consistently delivering substantial revenue growth.

As President of Bloom UK (2023-24) and now awarded Honorary Member, Elizabeth champions diversity and inclusion—winning the 2024 MEFA Change Maker Award, IPA iLIST Award, and Campaign Media's Trailblazer recognition. Her groundbreaking initiatives include Bloom's Allyship Code of Conduct, The Juggle research report, and co-founding platforms Bloom in Colour and Join Our Table supporting Black women in marketing.

Elizabeth advises Responsible Resourcing Agency, and the Conscious Advertising Network, whilst contributing to Mediacat Magazine's Editorial Advisory Group. Her industry impact earned her Campaign Media's 40 over 40 Award (2024), Campaign A-Lister status (2025) and voted one of Campaign Media's Outstanding Women in 2025 —testament to her unique blend of commercial acumen, creative vision, and commitment to responsible advertising.

*“Taking on the role of Chair at BelEve UK is both an honour and a responsibility I embrace wholeheartedly. The remarkable work by Shruti, the trustees, and the dedicated team has already transformed the lives of so many young women. Throughout my career, I've witnessed firsthand how critical early support, mentorship and genuine belief can be in a young woman's journey. BelEve's mission resonates deeply with my own commitment to creating pathways where none existed before. As we collectively aim to reach 50,000 young women by 2027, I'm determined to build on this extraordinary legacy, leveraging my experience and networks to amplify our impact, ensuring that every young woman we support not only believes in her potential but has the tools and confidence to realise it.” Elizabeth Anyaegbuna*

## **Shruti Dube**



Most recently Chair of BelEve, Shruti holds the position of UK Country Director at Meta, and over the last decade has held various leadership roles across both UK and EMEA. Prior to Meta, she was with McKinsey & Company, where she advised global companies and the UK government, and in the investing team with Sequoia Capital, where she focused on the tech industry, honing her expertise in venture capital and innovation. Shruti holds an MBA with High Distinction from Harvard Business School and a dual degree in Computer Science and Engineering from the Indian Institute of Technology.

*“Over the past four years, we've achieved remarkable growth and impact - more than 7x the number of girls and funds raised from when we started this journey. I'm honored to have played a role in shaping the organization's future. As Patron, I'm excited to support the next chapter of BelEve UK's journey”, Shruti Dube.*

'We are delighted to welcome Elizabeth as our new Chair and Shruti and as our first Patron,' said Marsha Powell. 'Their involvement will undoubtedly help raise awareness and support for our cause, enabling us to make an even greater impact in the community.'

### **ABOUT BelEve**

Founded in 2012, BelEve firmly believes in the unity of sisterhood. It is our unwavering support for each other and the collective effort that has driven us to succeed. We understand the importance of creating a network of positive role models for girls, providing them with resilience, inspiration, and the belief that they too can achieve greatness.

At BelEve, we are passionate about inspiring the next generation of strong women. We strive to redefine what it means to be a female leader in today's world. Through mentorship programmes, workshops for girls aged 8-22, and empowering initiatives, we guide girls on their journey to self-discovery, encouraging them to embrace their unique talents, voices, and aspiration.

### **CONTACT**

**For more information about BelEve or please contact [Name] at [Email] or [Phone].**

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