

# The Honorary Graduate: Joanna Abeyie

**The Orator: Dr Zainab Khan**

## **Joanna Abeyie is to be awarded the Honorary Degree of Doctor of Business Administration**

Joanna is the Founder and Director of multi-award-winning Executive Search and Diversity and Inclusion Consultancy Practice Blue Moon.

Joanna founded the award-winning creative industry diverse talent recruitment business Shine Media in 2009 which resulted in finding over 3000 people from diverse backgrounds training and employment across the Creative and Media Industries. Shine Media's success focused on early careers and middle management led Joanna to identify the value in diversifying the leadership, C-suite and the boardroom to make real and sustainable change.

So, following the success of Shine Media Joanna launched Hyden, Hyden (taken from the old English word for 'hidden'), as part of leading global recruiter SThree PLC a FTSE 250 STEM recruiter which aimed at recruiting diverse leaders and creating inclusive workplaces to increase the equality of opportunity for all.

In 2018, Joanna took Hyden out of SThree and renamed the business Blue Moon to take her vision to the next level, to scale. Joanna wants her innovative approach to diversity and inclusive hiring to be practised by all businesses everywhere.

As a campaigner for diversity within the Digital, Technology and Creative Industries, Joanna is regularly at the centre of the diversity agenda, leading conversations around inclusion and representation. She is often called upon to steer, lead, plan, create or participate in established industry events. These discussions have seen Joanna speak Nationally and Internationally for the Confederation of British Industry, Policy UK, Advertising Week Europe and with Prime Minister Theresa May.

Joanna divides her time between running her successful business with Non-Executive Director role for CIC Investors In People, a Trustee for The Lord Mayor's Appeal, Board Director for The Media Society, School Governor for Mulberry Academy Shoreditch, and Hatcham College and Trustee for the Haberdasher Askes Federation.

The TV Collective's Top BAME Leaders, which saw her honoured in a photographic exhibition, Reading University Alumnus of the Year Honoree, Federation for International Periodicals Publishing's (FIPP) Rising Star Award 2017, We Are The City Rising Star 2018, Women of The Future Award Leader, Bullhorn's Recruitment Leader of the year 2018 and a special invitation to 10 Downing Street, where she met Prime Minister Theresa May, to celebrate Black History and advise on race and equality, Joanna also completed a TED Talk on Social Mobility in Muscat, Oman.

Joanna's work has been highly recognised by the Mayor of London and Joanna has been awarded her Freedom of The City, A Freeman for the Guild of Entrepreneurs and awarded Liveryman for the Haberdashers Livery Company.

Joanna's achievements do not end there, she is also been a judge for awards including Audio Production Awards, Professional Publishers Association New Talent Awards, Royal

Television Society Awards and the inaugural Black Women in Business Awards to name just a few.

Joanna's work hasn't gone un-noticed in Ghana either. The current Ghanaian President His Excellency Nana Akufo-Addo invited Joanna to a private dinner at the Society of Arts to commend her and others on their contributions to the Creative Industry here in the UK.

The Honorary Degree is awarded in recognition of Joanna's contribution to the advancement of equality and diversity in human resource management and talent acquisition and for services to the educationally disadvantaged.