

## Strategic Panel Nominations

### December 2025

The Panel Nominations Committee (PNC) will review nominations and shortlist candidates suitable to progress through the selection process from the nominations received below.

#### Wholesaler Nominations (in alphabetical order)

Nominee	Seat	Nominee's Current Employer	Nominating Party
Emily Jerrome	Wholesaler	South Staffs Water	South Staffs Water

Further information on nominees is below.

#### Emily Jerrome, Wholesaler, South Staffs Water

##### Summary of the nominee's relevant skills and experience

I bring extensive experience in regulated markets and senior leadership roles, with a proven ability to set strategic priorities, influence market reforms, and deliver measurable improvements. As Head of Retail Markets, I maintain up-to-date awareness of changes and emerging risks impacting the Business Retail Market by attending industry forums and actively participating in key stakeholder groups, including the Performance Advisory Group, where I am a founding member.

I have successfully led continuous improvements in policies, procedures, and data management strategies, ensuring compliance with operational and market performance standards. My responsibilities include managing performance against holistic reporting measures, overseeing departmental budgets, and implementing process improvements across wholesale service desks and operational teams. I have delivered innovative customer journeys via the bilateral hub and driven key market change programmes such as BR-Mex, Market Performance Framework Reform, and Data Assurance projects, all ahead of schedule and with measurable benefits.

My achievements include:

- Influencing the Market Performance Framework Reform by providing expert advice on new performance metrics.
- Managing interaction with the Performance Assurance Committee, delivering detailed updates on recovery plans and risk mitigation.
- Implementing productivity targets that increased Wholesale Service Desk output by ~30%, improving SLA compliance and reducing delays.
- Securing additional resources from delivery partners to clear operational backlogs, supported by weekly performance monitoring and reporting.

To promote, challenge and lead the operation and evolution of  
the market for the benefit of business water customers

Previously, as Compliance Manager at water2business, I improved Market Performance scores year-on-year (from 93.1% in 2022 to 97.3% in 2024), resulting in significant financial benefits and maintaining the company's position as the top retailer. I managed internal audits across eight departments, optimized Market Performance Charges, and successfully delivered the MOSL Data Assurance project two months ahead of schedule.

**Nominees' statement of why they are suitable to be a Trading Party Strategic Panel Member**

I am applying for the role of Strategic Panel member because I bring over 20 years of experience in regulated industries, with a proven ability to exercise independent, expert judgment in shaping market priorities and driving performance improvement. In my current role as Head of Retail Markets at South Staffs & Cambridge Water, I lead strategic initiatives that align with market codes and regulatory obligations, ensuring compliance while delivering innovative solutions for non-household customers.

As a founding member of the Performance Advisory Group, I have influenced the Market Performance Framework Reform, providing expert advice on the development and implementation of new performance metrics. This experience demonstrates my ability to challenge and assess performance, contribute to the creation of KPIs and market indicators, and ensure alignment with strategic priorities.

I have successfully delivered key market change programs internally, including BR-Mex and Data Assurance projects, ahead of schedule and with measurable benefits. My ability to identify emerging risks, implement mitigation strategies, and secure stakeholder confidence reflects the qualities needed to act as an ambassador for the Strategic Panel.

Throughout my career, I have built strong relationships with regulators, retailers, and wholesalers, inspiring trust and collaboration. I am adept at interpreting and applying market codes, managing governance processes, and providing clear, actionable insights to senior leadership. These skills, combined with my commitment to due process and stakeholder engagement, position me to make informed decisions and recommendations that support the Strategic Panel's objectives.

I am passionate about shaping the future of the market and ensuring that strategic priorities deliver tangible benefits for customers and participants. I would welcome the opportunity to bring my expertise, leadership, and collaborative approach to the Strategic Panel.