**New independent non-executive director appointed to RFU Board**

The RFU has today announced that former England international Genevieve Shore will join the Board of Directors.



An experienced technology and innovation executive, Shore becomes the RFU’s third independent non-executive director (INED) with immediate effect.

As an England open-side flanker, Shore was part of the 1994 Women’s Rugby World Cup winning team. She has over 25 years’ experience in media including as Chief Information Officer and Chief Product Officer at FTSE100 Pearson from 2009 to 2014. In this role, she was responsible for leading and driving technology solutions across the company, from enterprise architecture, global infrastructure and core platforms to digital products and services. Previously, as Director of Digital Strategy at Pearson, Genevieve was responsible for managing key strategic global relationships with Amazon, Apple and Google.

Shore also holds a number of other non-executive roles including Santander UK, Moneysupermarket.com, Next Fifteen Communications Group plc, Arup and Lego.

Shore’s appointment for a three-year term sees her join existing INEDs Helen Weir CFO at Marks & Spencer Group plc and former Group Finance Director of John Lewis plc and Dominic Proctor, one of the most influential figures in the global media and advertising industry. Proctor is the senior independent director on the Board.

Commenting on the appointment, RFU Chairman of the Board Andy Cosslett said, “I’m very pleased to be able to welcome Genevieve to the Board of Directors. Not only is she is a proven commercial leader with a great range of knowledge and deep experience in the technology and innovation areas, but as a former England player she knows and understands rugby. She was an ideal candidate for the position and I look forward to working with her.”

Shore added, “I am delighted to be joining the RFU Board of Directors. This is a particularly exciting time for rugby – especially the women’s game which has grown and developed so much since my own playing days. I'm passionate about continuing to grow participation, engagement and involvement in rugby at all levels and I hope that I can bring expertise to the RFU Board that will help to achieve this.”