



Sally Gronow

Sally is an accomplished, values driven, leader with a proven track record in customer service, people development, contact centre operations, communications and transformation. Having had a long interest in raising customer service standards, Sally joined the Consumer Codes Approval Board in 2024.

She has worked in the regulated utilities industry for over 40 years, joining Dŵr Cymru Welsh Water in 2001 where she ran various departments and delivered several customer and colleague improvement programmes – achieving outstanding results. She was Head of Customer Service from 2018 to July 2024 and Interim HR Director from July 2020 to March 2021.

Sally was a Board Trustee of Keep Wales Tidy (2008- 2016) and was their Chair from 2014 to 2016, having previously been Chair of the Audit Committee. She is an Associate Member of The Chartered Governance Institute UK & Ireland and a Trustee Director of the Dŵr Cymru Welsh Water Pension Scheme.