



## 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 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 their Head of Customer Service from 2018 to July 2024 and Interim HR Director from July 2020 to March 2021.

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